

CASE STUDY

ACT Raises the Performance Level for Largest Telco

Client Overview

This largest telecom company in the Fortune 10 is no stranger to outsourcing. The client sources billing inquiry, cross sell, and customer service calls across multiple vendors.

Performance among the outsource partners was flat, and in some cases declining. To meet revenue and service targets, this telecommunications giant needed an infusion of fresh talent and a quick transition.

ACT In Action

The scope of transition work was big. Initially more than 200,000 calls per month were targeted to move from current under-performing providers to ACT.

ACT took a two pronged development approach: design a flexible solution and creating dedicated teams in two facilities.

Spearheaded by key operations and technical experts, ACT designed a program that blends incoming billing inquiry calls with cross-selling and outbound account management / up sale to current customers. The program is designed to specifically support new bundled services sales initiatives.

ACT connected via Virtual Private Network (VPN) to the client's primary contact tracking system for researching customer questions and booking new orders. ACT developed custom reports to ensure both partners had timely and accurate feedback on performance.

The program design allowed ACT to focus on the critical key performance indicators: revenue generated and quality.

To exceed the quality expectations, ACT launched a dual site ramp up strategy. ACT hired and trained 200 full time equivalents (FTE) in a 90 day period.

ACT knew that our people would make or break the program success. Instead of just filling seats, ACT put together a dedicated team from across the enterprise to make sure that the right people were fully trained and ready before we took one call. The strategy paid off.

In the first six months of operations, ACT set a new revenue generation record and moved into the top spot for performance.

"ACT brought a true focus on delivering bottom line results. We have been able to raise overall revenue expectations and transition work from suppliers who were no longer able to deliver." –

*Regional Vice President,
Consumer Sales*

As a result of ACT's achievements, the client has raised the KPI target for revenue generation. ACT is currently adding more work – allowing the client to get the most value from the outsource partnerships.

Serving our Clients

ACT has been serving the Fortune 1000 for more than 10 years by providing a comprehensive set of customer management

services. ACT provides clients with exceptional performance every time – no excuses.

Our strategy is simple. Combine the exceptional people, leading edge technology, and a relentless focus on performance.

Our full range of customer management solutions include: sales, customer service, technical support, back office support, and Spanish language services.

Ready to learn more? Call us at (866) 704-5580.