

Contact Center Services

Leveraging Partnership to Increase Sales



The Client

Is a leading comparison shopping destination of Home Services, including cable, satellite TV, Internet, telecommunications, home security, identity protection etc. to residential customers in the US. *Client* allows consumers to quickly compare offers, allowing for the seamless purchase and service installation of nationally-recognized brands.

Requirement

- Process inbound sales queries from potential customers and generate sale orders of available services in the customer location
- Generate additional sales for associated products including home security through upsell of services and products on incoming calls

Solution Framework

- Offshore India location team ramped up to 60 agents in the first 2 months
- Client partners with KGiSL: Management team with a track record and expertise to build high performance contact center agents for the last 15 years
- Currently India team has 120 collectors working across multiple portfolios with low and mid-size balance range

CASE STUDY

KGiSL Edge

- Analytics driven Operational & Dialer teams to drive optimal performance while maintaining complete operational compliance
- State of the art Quality Management System
- ISO 9000 & PCI compliant processes & infrastructure
- 100% outcome based pricing models

Pitched **100,000** Inbound Callers

Increased conversion rate from **27% to 67%**

Improved service levels from **60% to 94%**

Increased Customer Acquisition **20%**

Increased Quality Scores from **85% to 94%**

