

CASE STUDY

Positive results through technology and innovation.

INsight

Powered by Intelemedia





CLIENT/INDUSTRY: Direct to consumer nutritional supplement

BUSINESS ISSUE:

- Desired for more calls to be answered by live agent and lessen need for an IVR which converted at a lower percentage rate
- Wanted to add additional call centers but needed knowledge of highest performers

ANALYSIS/KEY FINDINGS:

- Existing routing system only allowed for call allocation versus no real-time routing functionality. This caused calls to abandon at one call center, while the other centers had available agents
- Upon moving calls to the Intelemedia platform, it was quickly uncovered that the majority of calls were handled by agents converting below the average, while high performing agents only received a small percentage of calls
- Identified that the current platform could not handle the call spikes and were dropping calls prior to delivering the calls to an agent.

SOLUTION:

- Migrated all call centers onto the Insight platform
- Intelemedia captured each data field from each call center and established standard definitions for each data field
- Implemented Insight product suite feature of agent performance routing, which allowed client to route calls to the best available agent in real-time.
- Implemented Insight product suite feature of predictive scoring, which allowed each call to be scored in real-time, with the best prospects moved to the front of the queue and then routed to best performing available agent.

RESULTS:

- Lowered abandonment by 50%
- Increased conversion rate by 35%
- Increased average order size \$40.00
- Eliminated need for IVR

Thank You
For Considering
Us As Your
Business
Partner.



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