CASE STUDY

A leading UK entertainment company stays ahead of the competition by augmenting agent performance

Firstsource deployed a structured training programme to equip the clients' call centre agents with in-depth product and competitor knowledge, leading to 27% increase in revenues and 24% increase in sales conversions.

▶ About the client

The client is a leading entertainment company head-quartered in the UK, with over £10bn revenue. It employs over 30,000 people and serves 20 million customers across Europe.

▶ The challenge

The client's customer service agents lacked adequate knowledge of the company's products. This hindered their ability to handle objections and offer the right entertainment packages to satisfy customers, particularly those actively considering competitor products. In addition, the agents were unable to accurately profile customers and prioritise their needs, leading to sub-optimal results. Over a period of three months, 63% of agents were able to convert only 10% of the opportunities. The client was therefore looking to empower its agents by equipping them with in-depth product and competitor knowledge.

The client evaluated multiple BPM service providers and chose Firstsource for its deep expertise and proven track record in analysing agent performance and enabling effective agent coaching and training.

▶ The solution

Firstsource implemented "Xsellerate" Virtual Sales Coach – a solution designed to optimise the training process for the sales team. The solution identified the following gaps:

- A highly diversified product portfolio made it challenging for agents to understand and prioritise customer needs.

- Inconsistent scripts, lack of insights into competitor products and inadequate training in handling objections further hindered agent performance.
- The result: poor confidence levels negatively impacted sales conversions and ability to cross-sell/upsell.

Based on the observations, the Firstsource team replaced the conventional model of coaching and feedback with a more consistent and systematic one. The new training model:

- Enhanced agent knowledge across various product offerings and competitor products, improving their confidence levels and enabling them to provide the right responses and offer relevant packages to interested customers.
- Created various scripts to help agents handle a wide range of situations (including strong customer objections) rather than being taken by surprise.

## 27% increase in sales team revenue.

▶ Results

The new approach to training helped transform the client's agents into product experts and improve their communication skills, leading to contextual customer conversations, superior customer satisfaction and higher revenues.

- 27% increase in sales team revenue.
- 24% increase in sales conversion.
- 65% improvement in agent performance during the pilot roll-out.

To learn more about Firstsource's Xsellerate Sales Coach solution, email **marketing@firstsource.com** or visit **firstsource.com**

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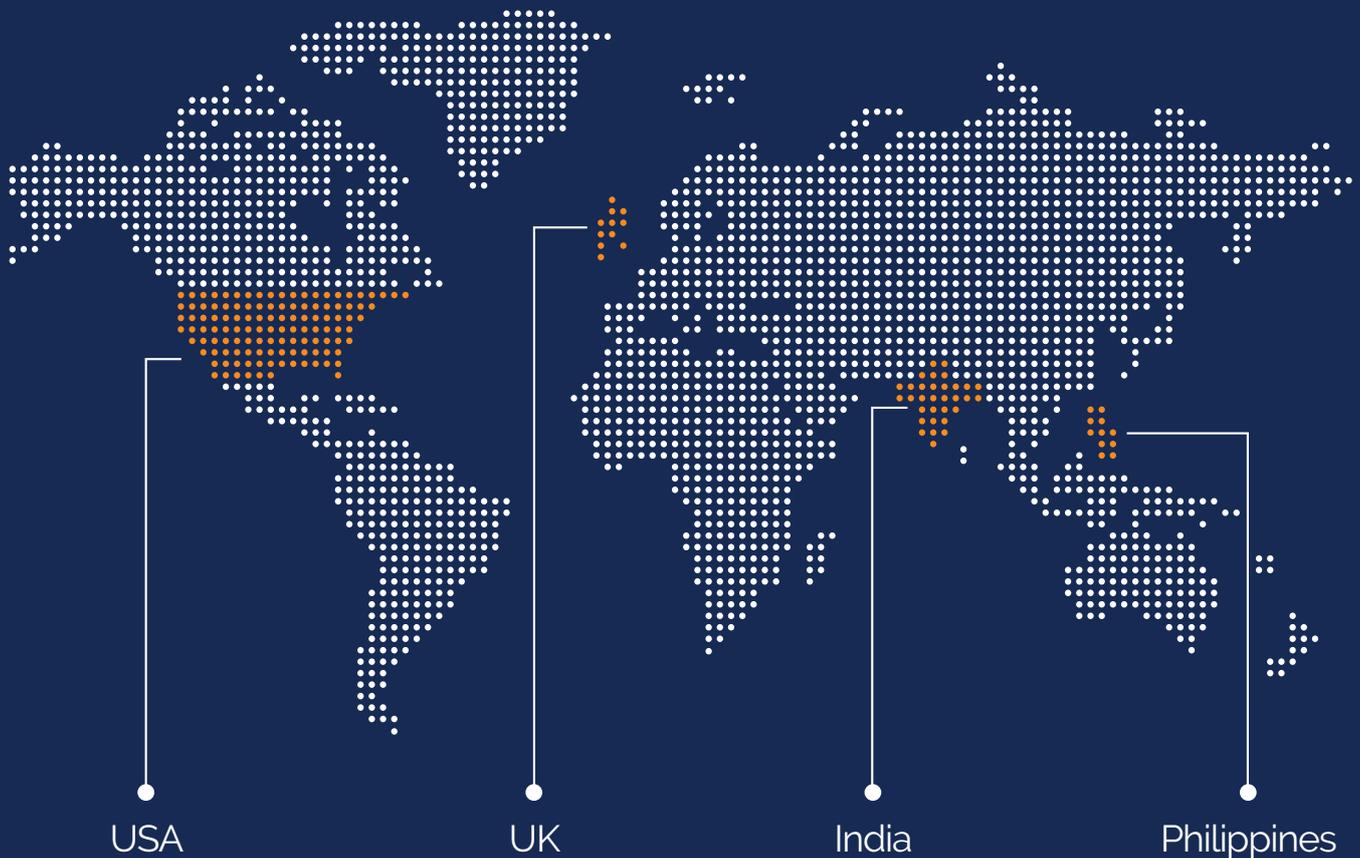
Helping customers stay ahead of the curve through transformational technologies and capabilities

Firstsource Solutions Limited is a leading provider of customised Business Process Management (BPM) services. Firstsource specialises in helping customers stay ahead of the curve through transformational solutions in order to re-imagine business processes and deliver increased efficiency, deeper insights and superior outcomes.

We are trusted custodians and long-term partners to 100+ leading brands with presence in the US, UK, Philippines and India. Our 'rightshore' delivery model offers solutions covering the complete customer lifecycle across Healthcare, Telecommunications & Media and Banking, Financial Services & Insurance verticals. Our clientele includes Fortune 500 and FTSE 100 companies.

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