

# broAd shark

## MARKETING OPERATIONS PROBLEM

As the effectiveness of the primary marketing channel for a top US telecommunications company began to erode, the company invested in a new online sales channel. While the number of sales leads generated by the new channel was significant, the order to installation ratio was only 30%, which compared highly unfavorably to other in-bound channels, which were delivering a 70% installation rate. For the company to continue to fund expansion of the new channel, this situation had to be remedied.

## SOLUTION

A comprehensive multi-functional operational analysis, reviewing each step in the order to installation process was conducted and the customer drop out rate at each step was compared to other inbound channels. This analysis examined:

- Order entry
- Serviceability
- Credit scoring
- Verification

The analysis revealed that the verification process being applied to this inbound channel was designed for outbound channels. As a result, a high instance of orders were being cancelled, since reaching the customer after the orders are taken is always difficult.

Over the course of the next several weeks, the proper verification process was put in place on the dozens of order pages on the company and partner sites.

## RESULT

The order to installation rate improved from a low of 29% to 70%, consistent with that of other inbound marketing channels.

