

broAd shark

SALES CHANNEL PROBLEM

A top 10 broadband company had recently made home telephone service available to over 75% of its marketable footprint. Sales of the new offering were significantly lower than had been expected. To make this product line profitable, sales needed to be jump started.

SOLUTION

The broadband company engaged **broAdshark** and a comprehensive analysis, reviewing product quality, competitiveness, operational readiness and sales channels was conducted to determine where to prioritize remedial efforts.

The analysis included focus groups with call center representatives, supervisors and management. Through these extensive discussions it was uncovered that while certain post sale operational issues were present, the primary issue curtailing growth was a break down in the sales management process in the call centers. (The call centers represented over 70% of the company's sales.)

Despite having been sufficiently trained and comfortable with the incentive programs, representatives did not understand the importance of offering the phone service and there was no adverse consequence of not recommending it to new or existing customers.

Over the next several weeks, a communications program was developed and implemented, reinforcing to representatives and supervisors the value of the phone service to consumers and that offering the phone service was mandatory and that not offering the service would result in automatic zero on the QC score.

RESULT

The impact of this was immediate, with the aggregate number of phone sales increasing by 327%. Equally as important, representatives who had made very few phone sales in the past, regularly got top rankings in sales volume.

