

OUTBOUND CALL CENTER SERVICES SUPPORT - A CASE STUDY



Flatworld Solutions offered outbound sales calling services to a UK based client and helped them improve their business revenue by increasing the sale of their mobile applications.

The Client

Our customer is a leading UK based company developing software solutions that leverage Mobile Application Technology.

Project Description

The client wanted to increase their existing customer base with the help of outbound sales calling services. In order to achieve their objective, client outsourced [outbound call center services](#) to Flatworld Solutions, with an emphasis to drive their sales process.

Flatworld's Strategy

Our team understood the client's requirements, and after discussing with the client, finalized on the 'Restaurant and Food business' industry as our target for outbound calls. Also, we decided to approach this requirement in two stages.

- + **Stage1:** Product Awareness
- + **Stage2:** Product sales

Our Solution

- + A team of 5 agents based in India, with the required sales and product experience was deployed to handle outbound sales calls. Additionally, the team was provided with rigorous training, to ensure that our client's objectives were met at the earliest and Stage1 and State2 of the calling proceeded hassle-free
- + **Stage1** involved calling prospective companies belonging to the food industry and restaurants that could make use of our client's mobile applications. The outbound call center agents informed prospects about the key features of our client's mobile applications, and how it can be used for their business. The mobile app provided many features like 'easy menu upload', 'faster reservations in chosen eating joints', and 'flexibility to order takeaways', etc. from the mobile app. Additionally, our call center agents recorded and tracked customers on their loyalty programs, after they consented to receive information via emails
- + **Stage2** of the project aimed at selling the mobile app. Team at Flatworld Solutions targeted Restaurants and companies who agreed to receive company information via email. The offer involved 30 day free trail with an immediate registration charge

The Outcome

With the agents projecting company's unique propositions, and handling customer queries efficiently, the project involved a considerable amount of subscriptions. Each agent was able to secure at least 4 to 5 sales per day, a number which exceeded our client's expectations.

Read similar [Success Stories](#) from Flatworld Solutions, where we helped our clients achieve their business goals.

[Get in touch](#) with Flatworld Solutions to know more about our product offerings and outsource your outbound call center services and customer support to us.