

FLATWORLD PROVIDED OUTBOUND CALLING AND BOOKING SERVICES TO A UK-BASED EQUIPMENT INSURANCE CLIENT



The Client

The client we served is a kitchen equipment insurance provider based out of the United Kingdom. The client is widely respected and has a large customer base and a robust business portfolio.

Client Requirement

The insurer was contemplating ways to reach and prospect existing customers to switch to a cheaper maintenance plan. The client wanted to outsource this work and contacted Flatworld Solutions to assemble a

team for calling customers, generating interest, and qualifying prospects. The client wanted qualified leads to be channeled to an account manager at their end for final closure.

Business Challenges

The project was challenging because the client stressed on completing the project within a strict timeline. The client also wanted a capable team trained and ready to go live in a week. In addition, FWS had to recruit, train, and develop a team leader in parallel that was capable of training batches of new employees for future work.

Our Solution

The client didn't request for the trial. Instead, the client insisted on meeting the project goals quickly. In just five days, FWS sourced a team leader whose qualifications matched the exact requirements of the client. FWS also provided the client with a team comprising of experienced agents with solid sales backgrounds. During the course of the project, our team performed very well, and live calls from qualified customers were successfully transferred to the account manager at the client's end. We also improvised and discussed with the client to get this reflected in our KRA.

Our Process

The process we followed was simple and easy to understand. We ensured a successful project delivery without missteps. At the outset, the client was explained about the service with clarity to avoid obfuscation. The key steps we followed during this project were as follows -

1. Requirement Discovery

We communicated with the client right from the initial stages to determine their goals and challenges.

2. Project Planning

After learning about the requirements, we put in place a project plan to recruit and train a team of agents as well as a team leader. We also planned for how the team would deliver the project outcomes.

3. Calling Prospects

During this stage, we recruited and trained the project team within the desired timeframe. The team then hit the floor and started making live calls to convert interested prospects into potential buyers.

4. Forwarded Qualified Leads

The customers who showed interest in the new plan were transferred, live, to an account manager at the client's end who further negotiated the deal closure.

The Results

Despite the challenges involved, our agents were able to smoothly execute the outbound calling and captured the interest of many potential customers who were looking to save their expenses on the maintenance plan. The client was 100% satisfied with our outbound campaign that he requested for additional outbound telemarketers to be added to the current team. Based on the initial success, the client agreed to renew the contract and to add more seats to the campaign.

Outsource Outbound Calling and Booking Services to Flatworld Solutions

We are a customer-centric and ISO 9001:2015 certified Outbound call center services provider. Our outbound call center operations are performed with the utmost attention to quality and due diligence. Our agents are backed by decades of experience in serving many different industry verticals.

If you require outbound calling and booking services like our UK-based client, do [get in touch with us](#) and we will address your requirements in a professional and reliable manner.