

Business Solution for Telemarketing Firm

CASE STUDY

Marketing Solution For Telemarketing Firm

Competent all-in-one solution for a telemarketing firm to efficiently accomplish their day-to-day operations with visibility over process.



Background:

The company runs a telemarketing business which comprises creating leads through cold calling and converting them into opportunities within a stipulated period. Calling agents are assigned targets and progress is reported on regular basis. Performance evaluation and sales predictions is done based on successful conversions.

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Challenges:

- There was no tool for tracking and monitoring calls
- Employees used excel spreadsheets to save their routine operations
- There is no record of unproductive tasks like, misdialed numbers, call delay, extra/personal calls.
- Work done at manual speeds is too slow and hence lowers productivity rate
- Generating reports is difficult and time consuming
- No mechanism to record and review calls for performance evaluation and quality control.

Solution:

- Automatic notifications on target allocation to employees.
- Daily activity data can be logged into the system through mobile phones.
- Employees can gain location insights of their clients.
- Performance monitoring and round the clock access to sales statistics.
- Employees can communicate their leaves and work status through a system recognized message format.
- After an employee sends a mobile message the system issues back an acknowledgement receipt.
- System issues a notification to the employee when he forgets to send his daily sales report.
- System computes sales statistics to evaluate primary and secondary sales.
- Real-times sales analysis enable effectual forecasting.

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Benefits:

- Call monitoring to view call details.
- Single click automatic dialing to leads and contacts.
- Agents are able to go through client history before making a call to ensure prospects of a deal.
- A record of the entire work done wins client's trust and credibility.
- Improved productivity by managing daily operations.
- Activity dashboard to view targets and calls made in the day with their status.
- Custom reports covering all departments.

Title	Description
Industry	Telemarketing
Region	India
Solution	<ul style="list-style-type: none">• MyBMS Enterprise Edition• Call Monitoring• SMS Utility App

About MyBMS:

We are an IT enabled business solutions provider. Our products are best-in-class with intuitive excellence to resolve your business problems within budget and timeline.

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