

## Case Study: Telemarketing for a leading American Telco.

### Background:

The existing onshore customer lifecycle support service provider was encouraged by its client, a leading American Telco, to explore a mixed shore service delivery approach. Inteliminds BPO, was the service provider's partner for all offshore operations and was selected to carry out this migration to a mixed shore service delivery. The processes considered appropriate for offshoring initially were outbound customer acquisition, cross sell and win-back processes.

### Campaign Description:

Inteliminds BPO set up an outbound experienced team, using its pool of talent, with substantial experience in the competitive UK telecom market. The project was entrusted to a transition manager who was on site with the American partner to capture IT and telecom systems requirements, CRM screen designs, compliance assurance checks and reporting formats required by the American client. A team of 20 was initially deployed for the process. This was subsequently expanded to 35 members to provide outbound sales effort for fixed lines, DSL, local long distance and international long distance packages. This team had its complement of QA resources and trainers who took over the responsibility on ongoing training from the trainer sent by the American partner.

### Results:

The team performance was comparable to that obtained onshore within a period of 8 weeks from commencement. Compliance standards were validated periodically by the client's legal team based on on-site inspection and Inteliminds BPO's technology platform was successful in meeting compliance standards for telemarketing. The program continued until a major consolidation led to a rationalization of channels by the client. The experience has enabled Inteliminds BPO to successfully participating in other American telecom (mobile and fixed line programs) under contracts with Master Agents.

For more information on our services, customized solutions or for a quotation, please contact:

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