



## RM Factory increases sales for Club Med, while simultaneously resolving internal operational issues

### THE COMPANY

Club Med is a global vacation resort company, best known in Europe as the ultimate beach holiday supplier.

### THE CHALLENGE

The Club Med owned & operated call center had numerous issues that were resulting in high abandoned calls, high agent turnover and subsequent lost sales.

### SOLUTION

RM Factory recommended the outsourcing and management of all DRTV call center traffic. A new call center was on-boarded with a combination of call center technology automation and live agent resources.

### RESULTS

- Internal operational issues resolved
- Agent churn was reduced
- Sales conversions increased
- The call handling architecture used for the outsourcer was replicated and integrated into the internal call center

### BUSINESS CHALLENGE

Club Med was driving all of its Direct Response TV calls into a company owned sales and service center. They believed that their products and systems were too complex to outsource the calls.

This created numerous issues. Agency occupancy levels were averaging well above what's acceptable, often as high as 99%. Traffic management became unmanageable creating capacity planning issues. In addition, agent churn and high call abandon rates were negatively impacting sales across all lines of their business. Additionally, the center was not open 24x7, posing significant media buying issues and resulting in high cost per calls (CPCs).

### RM FACTORY'S SOLUTION

RM Factory sourced, set-up and managed the outsourcing of all DRTV call traffic for Club Med. The channel design included using call automation coupled with live agent resources for cost averaging. It provided callers with an interaction choice. Functional requirements included a segmentation and screening process for those callers 'ready to buy' and allowed a "hot transfer" to the internal sales call center during regular business hours. A call back mechanism was also instituted for after hours callers, so every opportunity generated was optimized.

### RESULTS

- Outsourcing of DRTV traffic quickly resolved internal operational issues including lowering call abandons by 15% on average, and eliminated high queue times.
- Internal Agent attrition was reduced by 22% overall, due to improved internal call traffic patterns and work environment
- DRTV generated over 40,000 leads, and sales conversions increased 30% in the first 12 months
- The outsourced call segmentation and screening process worked so well, the process was replicated within the Club Med call center for all business call traffic
- The same architecture used for the DRTV automation platform was also replicated and integrated into the platform for the internal call center, as well.

### About RM Factory

RM Factory's unique methodology for delivering improved business results lies in an integrated approach to Sales & Marketing. Living at the nexus where marketing and sales converge, RM Factory bridges the two to improve your bottom line. How? By architecting high performing go-to-market roadmaps and aligning those with state of the art technologies, codified operating processes and time tested business rules. RMF works across channels to insure programs are flawlessly executed, leads are generated and nurtured, and ultimately sales are delivered.

**For additional information about RM Factory,  
please call 800-548-5099 or visit [www.rmfactory.com](http://www.rmfactory.com).**