

Invisalign improves ROI / reduces costs by implementing an RM Factory Resource Solution

THE COMPANY

Align Technology is a medical device company that designs, manufactures and markets Invisalign, the world's leading invisible orthodontic product.

THE CHALLENGE

With little awareness, the client was overspending with their call center provider. They needed to reduce costs without impacting their inquiry and conversion rates

SOLUTION

RM Factory implemented new channel architecture including automation to segment audience traffic, build more product awareness, and converting more qualified leads.



BUSINESS CHALLENGE

Invisalign was spending approximately one third of their entire media budget on an outsourced response management call center. This was to support a national media blitz to drive awareness, audience demand and leads. The problem was, low conversion, high cost per orders and an inconsistent customer experience.

In an effort to mitigate their budget issues, the client planned to remove the phone from their advertising. This was ill-advised as 70% of their prospect database was generated from the phone channel. Invisalign's marketing objective was to generate a significantly higher number of qualified leads to its network of dentists. Without a way to significantly reduce costs and redirect resources, Invisalign would miss their revenue targets.

RM FACTORY'S SOLUTION

RM Factory recommended and implemented new channel architecture that included an Interactive Voice Response (IVR) platform to "front-end" all inbound traffic. The IVR provided the caller with options:

- Product content
- Request additional information
- Provide a dentist locator database searchable by zip code
- Speak to a live operator

The client was highly concerned that call traffic would abandon the phone channel if automation was deployed. Testing was conducted to benchmark performance and was found to be more than acceptable. Call objectives and functionality were mirrored in both treatment paths (live and IVR) to provide consistent profiling and customer experiences. Lastly, RM Factory replaced the incumbent call center vendor and provided ongoing management with more suited to the needs of the media as well as the campaign objectives.

**For additional information about RM Factory,
please call 800-548-5099 or visit www.rmfactory.com.**

RESULTS

- Cost per completed call dropped by 72%
- Yearly call center costs decreased by 62%
- 55% of callers self-serviced through the IVR
- Call conversion rates held steady

RESULTS

- Invisalign met the marketing goal and with a solid, cost effective response management platform in place, significantly increased advertising spend the following year
- Cost per completed call decreased 72%
- Usage split between agent and automation ended at 45% agent, 55% automation.
- Yearly expenditures on inbound call handling decreased by 62%.
- Call conversion (inquiry, order) rates rose and stabilized and IVR messaging allowed for a consistent brand messaging and customer experience

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.

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