

## RCI launches new business model with RM Factory.

### THE COMPANY

RCI Timeshares is the worldwide leader in vacation exchange. The company provides more than three million timeshare quality vacations to owners worldwide.

### THE CHALLENGE: TWO-FOLD

1. Target a new audience to sell off excess inventory.
2. Set up interface channels to handle selling to a new customer base. Our client's efforts had been focused on sales to their existing customer base.

### REQUIREMENTS

- **Existing call center facility had to be used.**  
This was necessary for an on time launch.
- **Current websites had to be used.**  
They could be modified, but had to serve as the base for the efforts.



### BUSINESS CHALLENGE

Launching a new business model is always a challenge. RCI Timeshare was skilled at selling into their existing customer base, but the time had come to extend beyond that base to travel agents (phase 1) and consumers (phase 2).

The plan was to use their existing call center facilities along with their corporate websites for customer facing. These platforms would serve multiple purposes in the acquisition and development of new customer relationships: sales and service, generating profits, building brand equity, driving repeat business, and providing business information to inform business and marketing decisions. The challenge was that their infrastructure – people, process and technology – was set up to sell and service existing timeshare members, not this new set of customers.

### RM FACTORY'S SOLUTION

RM Factory developed the sales and service platforms for new customer acquisition for both the Travel Agent and Consumer audience segments. By partnering with the client's internal telesales organization in Saint John, New Brunswick to recruit, select and hire new sales personnel to sell and service both audience segments, the lead times were reduced.

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## SOLUTION

RM Factory developed the sales and service platforms for new customer acquisition for both the Travel Agent and Consumer audience segments.

## RESULTS

- Exceeded revenue projections by 10%



**RCI**<sup>®</sup>



Extensive consultative sales and high-end customer service training was developed and delivered across a pool of 100's of agents. In depth web site user experience audits for both Travel Agent and Consumer sites were conducted to ensure sales effectiveness and an exceptional customer experience was delivered.

In addition, a database platform was developed for prospect tracking to allow trigger-based marketing efforts. RM Factory worked with internal technology teams at both the call center and Corporate to develop call tracking and sales reporting capabilities.

## RESULTS

### Phase 1

For the Travel Agent launch, the client exceeded revenue objectives by 10% during the first three months of operation.

At the time this case study was prepared, Phase 2 had not yet launched.

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## 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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