

Sony solves call center issues with RM Factory.

THE COMPANY

Sony was started in the 1940s as a telecommunications company, and started selling personal computers in the US during the 1990s.

THE CHALLENGE

Sony's call centers were not effectively handling the unique call patterns that are inherent with Direct Response Television advertising.

SOLUTION

- Create a robust front-end IVR
- Onboard a new dedicated DRTV agency

RESULTS

- Better managed DRTV calls measured by fewer abandons and reduced on-hold queue times
- Client saw baseline sales grow significantly



SONY
VAIO



BUSINESS CHALLENGE

Sony VAIO was using direct response television (DRTV) to drive direct sales. All of the calls generated from DRTV were directed to a 3rd party outsourced call center.

The unique traffic patterns associated with DRTV resulted in capacity planning/staffing issues, extremely long on-hold times, high call abandonment percentages and lower sales conversions. Additionally, the hired contact center was not open 24x7, posing significant media buying issues for late night and weekend call handling.

RM FACTORY'S SOLUTION

RM Factory recommended onboarding, building and managing a new dedicated outsourcing solution, specifically designed to handle DRTV calls.

The inbound platform included both a frontend automated Interactive Voice Response (IVR) and live agent resources for cost averaging. The robust IVR platform was built to provide extensive product content, as well as a means to redirect to the website for more information for prospects who were not yet ready to buy.

1. A credit card filtering branch was built within the automated IVR platform to instruct callers to have a "credit card ready" to speak with an agent for purchasing.
2. Call allocation by DNIS was configured and implemented to drive all "after hour" calls to outsourcers other than Sony's dedicated outsourced vendor.

RESULTS

The outsourcing configuration allowed for DRTV call traffic (over 300,000 calls) to be effectively managed and attributed to proper media sources, enabled a significant reduction in call abandons and reduced overall on-hold queue times.

This effort resulted in a 10.5% lift over baseline sales against the same period without DRTV activities in-market.

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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