

The Wall Street Journal improves sales conversion and upsell/cross-sell due to RM Factory's call center optimizations.

THE COMPANY

Owned by Dow Jones, the Wall Street Journal is the largest circulation newspaper in the US. The focus of the paper is American economics and international business, financial news and issues.

THE CHALLENGE

The client was preparing to launch a new acquisition campaign using traditional and new media. They needed their call center to be prepared for increased call volume and for maximizing the opportunity with those calls.

SOLUTION

RM Factory reconfigured the call center to allow for a small, highly trained group of agents. Improved reporting and tracking allowed for best allocation of client media spend.

RESULTS

- 38% improvement in conversions
- 50% of orders were up-sold



BUSINESS CHALLENGE

Our client was actively pursuing a younger audience and was preparing to launch a large acquisition program across both offline and online media. This included a large amount of testing to identify the best media sources to attract the new demographic.

Their current call center configuration was large and outsourced, and only had experience with answering calls generated from direct mail and direct response television for the WSJ.

RM FACTORY'S SOLUTION

The first step was an operational readiness assessment of the call center. A number of opportunities for improvements were identified.

The first change was to reconfigure the call-routing to a smaller, sales-oriented agent group that was highly trained for the WSJ program. Additionally, a new structured sales presentation and rebuttals to objections were scripted and tested with the new agent group.

Improved reporting and tracking was implemented to ensure specific media was tracked and measured based on cost per order. Detailed reporting on “no sales” and common objections were tracked and used to measure performance. Rigorous quality assurance and call monitoring was conducted to gauge and improve agent quality.

Proprietary and Confidential



**THE WALL
STREET
JOURNAL.**

A NEWS CORPORATION COMPANY
DOWJONES

RESULTS

- Sales conversions improved by 38%.
- 50% of all orders were upsold to longer subscription terms or online/print subscription combinations. This was a 100% improvement over prior campaigns.

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