

White Paper: Outbound Marketing Solution for National Service Providers - Myer/Grace Bros Cleaning

Overview

The Client: National Service Providers, is one of Australia's largest specialist home service organizations and a market leader with household brands that include Myers & Grace Bros Cleaning Service. The group has branches across Australia, servicing more than 130,000 homes every year.

The Situation:

"Our challenge was to sharpen our marketing message, improving the sales, profitability and efficiency of our existing outbound operations, while working with a legacy order entry system."

Lina Gambino, National Marketing Manager, National Service Providers

National Service Providers' customer service & tele-sales was a state-based operation. Their model centered on locally managed 'manual' outbound campaigns, and resulted in a perceived lack of control and an unacceptable duplication of effort.

Due to the absence of automated system interfaces, NSP identified particular inefficiencies in their model, including:- Scheduling process; Job/Booking creation; Recording unscheduled services; and data integrity risk for critical business information.

In consultation with their management consultants, Business Services and Resources (BSR), National Service Providers chose to develop a business improvement strategy based on automation of outbound marketing campaigns.

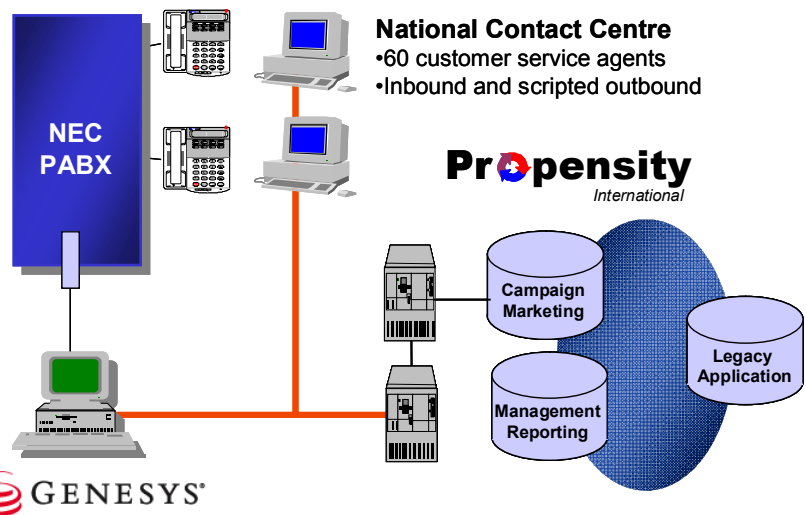
NSP identified the following primary business objectives for the project:

- Improved effectiveness and efficiency
- Reduced cost per order
- Improved conversion rate
- Reduced cancellation rate
- Increased accuracy of cost tracking, specifically with a 'contribution' focus.



The Solution: NSP's legacy applications were integrated with a Contact Centre platform that was created by NEC Australia, Genesys Labs, and Propensity International.

The Propensity Marketing software facilitated a greater level of interaction between CTI technology and the sales and service personnel. This enabled completely scripted outbound campaigns which could be totally integrated with automatic dialing via the PABX.



Conclusion

The Benefits: Call center efficiency has improved measurably with KPIs demonstrating much higher outputs and success from operations. To increase its operators' turnover, NSP now undertakes geographical targeting of campaigns to maximize work time and minimize travel time for service providers in specific areas. Propensity's graphical workflow tools enable campaigns to be rolled out in under one hour, without the need for technical input or systems down-time.

The system's enhanced reporting has highlighted the relative efficiency and contribution of different marketing activities. This has enabled fine-tuning on the fly and "real-time" strategic marketing is now possible. It is possible to dissect marketing activities multi-dimensionally – by team, by campaign and by product.

Efficiency Reporting has also highlighted operational issues and allowed further investigation – forcing business processes to be continually re-assessed and modified as necessary.

Future Potential: The current enhanced system provides an excellent foundation for on-going initiatives to improve NSP's productivity and profitability. As the platform is now capturing much more high quality customer information, NSP have further opportunities for strategic analysis and targeting of new business.

Having successfully proven the usefulness of this solution, opportunities now exist to migrate the same tools and technologies to better manage in-bound traffic (blending inbound and outbound for most efficient loading), as well as integrating secondary call centers in other business units throughout Australia.

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