

Complexity

Sales Performance Alignment

Complexity's Need

Complexity is a leader in online sales of wireless services and devices for established brands, online businesses, national retailers, and affinity organizations. Complexity also provides these services through their own branded Web sites. Since one-third of their customers contact the call centers for ordering and customer service needs, Complexity saw potential for improving the sales call process, particularly in their representatives' communication skills and cross-selling and up-selling expertise. The complex ordering process, along with room for potential sales growth, revealed a need for an examination of the existing sales levers to ensure alignment with Complexity's objectives.

The ABR Solution

Accelerated Business Results' (ABR) customized solution for the first phase included a thorough needs analysis of transactional strategies and metrics, commissions and incentives, call center sales, call performance, training solutions, call routing, and performance management and coaching. To complete this analysis, ABR:

- Determined the alignment of metrics across call centers
- Reviewed rewards programs
- Determined effectiveness of the communication process
- Reviewed the transactional strategy
- Assessed new hire training and other training materials
- Conducted a review of call routing processes and practices
- Conducted focus groups with call center agents and key personnel
- Monitored and evaluated performance of inbound sales representatives

ABR provided a report with a performance summary of Complexity's call center, key findings and recommendations, training interventions, and suggestions for operations and overall business structure.

As a result of this analysis, ABR began to create a customer interaction strategy for Complexity. Future phases in the ABR/Complexity partnership will involve analyzing satellite inbound sales representatives and customer service representatives, implementing suggested training solutions, and developing content and/or delivering training.

How ABR Helped Complexity

ABR's evaluation and assessment of Complexity's call centers and existing training curriculum called for an integrated approach that aligns interactions with strategy. Both will be supported with comprehensive training and performance management. This ongoing solution will help Complexity evolve into a customer-oriented, consultative culture. ABR's recommendations and plan for specific training interventions and performance opportunities for Complexity's call centers will help position Complexity for success.

