Examples of ProPractice[SM] Quantitative Results

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The following examples include banks, telecoms and a direct sales company.

Example #1: Large North American Consumer Bank

The Pilot focused on increasing *ethical and appropriate* needs met at new account openings with brand new customers (NAOs) and significantly reducing single product/service new account openings. The bank selected the six additional products/services that they believed were unquestionably ethical and appropriate for brand new customers when they first opened an account with a bank.

1. Increased average needs met at NAOs by 2.025 products/services. This represented a 159% increase over control branches.
2. Reduced single need met percentage at NAOs from 63% to 16%. That is, 84% of NAOs opened with one or more additional needs met at this bank.

Example #2: Large North American Consumer Bank

The Pilot simultaneously focused on two different products/services that the bank believed were in the best interest of customers, plus the teller distribution channel for the second product.

1. A Savings Account with Tax Benefits – 9.6 more accounts sold in pilot branches per week than in control branches. This represented a 36% increase over control branches.
2. A current account that included pricing benefits for multiple products sold – 8.25 more accounts sold in pilot branches per week than in control branches. This represented a 76% increase over control branches.
3. Teller referrals to bankers regarding the current account with multiple product benefits – 257 additional referrals over the control branches over four weeks. This represents a 1,385% increase over control branches.

Example #3: Large North American Consumer Bank

This bank had been a long-term Cohen Brown client and had fully embedded their customer needs analysis process. Although they were doing very well in this regard, they wanted to analyze if ProPractice would also increase performance with existing banker activities.

1. ProPractice was used to re-train all bankers on the customer needs analysis process without any "stand-up training,".
2. From the time of launch of ProPractice in this regard, this bank experienced a 17% increase in total consumer sales revenues (as measured by their point system).

Example #4: Large North American Consumer Bank

This bank elected to utilize ProPractice to increase the opt-in rate based upon Reg E.

This bank reported an 89% opt-in rate because of the ProPractice Reg E Modules.

Note: The head of the bank, on a conference call, stated that without ProPractice the opt-in numbers they achieved would not have occurred.

Example #5: Large North American Consumer Bank

This bank chose to utilize ProPractice to increase teller referrals and qualified referrals to investment specialists.

1. Total teller referrals increased 102%.
2. Closed teller referrals increased 100% compared to the same period in the prior year.
3. Total qualified referrals from tellers to investment specialists increased 20% over the same period in the previous year.
   a. This was particularly impressive as the control group had a 66.67% <u>decrease</u> in qualified referrals over the same period in the previous year. Therefore, the actual "spread" between the controls and the pilot group was 86.67%.

Note: Management stated that this was all attributed to ProPractice.

Example #6: Large International Telecom Company – Contact Center

This telecom exclusively sells via its contact center (plus internet). ProPractice engagement focused on four particular products:

1. On-Demand product – increase of pilot over baseline – 23%
2. High Definition Tier Upgrades – increase of pilot over baseline – 95%
3. Complex Upgrade – increase of pilot over baseline – 17%
4. Multi-Room Upgrades – increase of pilot over baseline – 70%

Note: Management stated that this was all attributed to ProPractice.

This was an inbound *service* group that had the responsibility to try to cross-sell and/or upsell (these are still acceptable terms in telecom) additional telecom products/services. We found that reps could practice only 10–15 minutes and still significantly improve their conversion rates from service calls to booked sales. As service teams are the majority of call center staff in most situations, the incremental sales opportunities are enormous because of the large volumes of customer telephone contacts per day. Because of the intense focus, call recording, and quality monitoring in call centers, they are an ideal environment for ProPractice.

Service groups, of course, have more time pressures on calls and they need to be efficient and productive with new sales, if they have sales goals. ProPractice was very helpful because they could practice at their desks in between calls (scheduled) and then focus on that product. Service groups are also not as consultative as sales groups so the focus and how to present products is critical.

Example #7: Large International Telecom Company – Contact Center

This telecom exclusively sells via its contact center (plus internet). They focused on a computer anti-virus add-on package.

1. Control team – average sales per day – 0.95
2. Pilot team – average sales per day – 2.97
3. The pilot team out-performed the control team by 229%.

Example #8: Direct Sales Company Distributor – Door-to-Door

This company utilized ProPractice for selling AT&T products vs. competitive products that were already in place in households.

1. Control group's performance went down 25.7%.
2. The pilot group's performance went up 20.5%.
3. The pilot group out-performed the control team by 46%.
4. New hires had their first sale 87.7% faster than control group new hires.
   a. Pilot group first sale 3.51 days vs. control groups 6.59 days.