

Examples of ProPracticeSM Bottom-Line Results



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Contact Centers:

1. Large International Telecom Company A – 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 on how to present products is critical.

2. Large International Telecom Company B – 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 outperformed the control team by 229%.

Retail

3. Direct Resolution 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 outperformed 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.

4. Sunglass Company

- 100% increase in resolution over baselines

Postal Industry

5. Postal Industry

- 400 referrals solicited, 138 received equals conversion ratio 27%...but extremely remarkable as they had never even asked for referrals in the past.

Healthcare

6. Hospital Training Performance

- 100% increase over baseline

7. Kenya Rural Villages

- 100% commitment to participate in HIV/AIDS testing.

Insurance industry

8. Life Insurance Training Performance

- 130% increase over average baseline

9. Health Insurance Training Performance

- 90% increase over average baseline

10. Supplemental Health Insurance

- Pilot group outperformed control by 114%.

11. Auto Insurance

- Average of 100%+ increase of close ratios over baselines

Banking industry

12. Large North American Bank

- Ethically increased average needs met at new account openings by 2.025 products/customer experiences = a 159% increase over control branches.
- Reduced single needs met percentage at new account openings from 63% to 16%. That is, 84% opened with one or more additional needs met.

13. 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.

14. Large North American Consumer Bank

- 76% increased current account resolution over control branches.

15. Large North American Consumer Bank

- Using ProPractice to assure mastery of their customer needs analysis process – 17% increase in total consumer resolution revenues.

16. Large North American Consumer Bank

- Achieved an industry standard of 89% opt-in rate for overdraft protection within Reg-e limits.

17. 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% decrease 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%.

18. One of the largest Australian Bank

- Improved from dead last to the number 1 in Customer Experience.
- Increased resolution dramatically.

19. Another large Australian Bank

- In less than 1 year from the number 4 to the number 2 and catching up to becoming the number 1 in Australia.