

RETAIN BUSINESS, MAXIMIZE SALES

*Tapped network of
bilingual specialists
across the country*

CHALLENGE: *Roll Out Major Marketing Plan*

- Launch new enrollment while serving current customers.
- Develop a team of support specialists to avoid losing sales.
- Control costs associated with exponential increase in staffing.
- Find financial specialists with strong sales and closing skills.
- Maintain increased first-call resolution rates.

SOLUTION: *Matched Demand with Right Agents*

- Avoided cost of hiring and training additional, full-time staff.
- Provided industry specialists to maintain existing service and sales.
- Tailored capacity, within 15-minute increments, to match call volume.
- Enabled real-time monitoring and surveys to ensure quality.
- Ensured rapid scalability to capture more business from promotion.

1,000%

Increased call
demand met

<5

Abandoned call
rate

RESULTS: *Captured Important New Business*

- Provided productive agents—without incurring downtime.
- Maximized windows of opportunity for new sales.
- Trimmed average call-abandonment rates to less than 5%.
- Added a new retail client, increasing company calls by more than 1,000%.
- Supplied 100s of more agents to support new business in 48 hours.

"It is always reassuring to know Working Solutions' leadership stands willing to go the extra mile."

-Senior Director

MAXIMIZING SALES. INCREASING LOYALTY.

A team of support specialists handled current customers as in-house agents trained.



Balancing old with new

A global financial protection servicer prepared to launch a major enrollment and marketing plan. The company not only wanted to add new business, but also maximize sales and increase loyalty among current customers.



Tapping on-demand talent

Working Solutions tapped its nationwide network of specialists—many of them bilingual. Agents averaged five to seven years of related industry experience with proficiency in sales. More than 80% had a college education.



Maintain and grow

The company maintained existing service, sales and added revenue. Soon after the launch, a new client was added. Within 48 hours, we responded with 100s of agents to handle 1,000% increase in calls.



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