

STEPPING IN TO STEP UP SALES



Agents helped this Fortune 100 company meet year-end goals

CHALLENGE: *Maximize Year-end Campaign*

- Drive sales generated by end-of-year marketing push.
- Reduce long wait times and capture more customer calls.
- Support existing call center team—already maxed out.
- Cost-effectively scale up agents for brief period.
- Mobilize trained, high-quality sales specialists.

SOLUTION: *Supplied Fast-flex U.S. Workforce*

- Sidestepped costly, inefficient use of additional internal resources.
- Optimized staffing levels with highly skilled, on-demand agents.
- Reduced preparation time with industry-trained sales specialists.
- Engaged callers with strong listening skills and product knowledge.
- Used agents who knew the business as customers of the company.

200

Deployed industry-trained specialists

30%

Reduction in staff preparation

RESULTS: *Made the Most of 4th-Quarter Sales*

- Cut time to prepare staff by up to 30%.
- Increased sales conversions and average order values.
- Improved overall service and customer loyalty.
- Guided purchases with agents who knew products firsthand.
- Reduced customer churn during the first 90 days post-sale.

"The program with Working Solutions was so successful that everyone involved from my company wanted to take credit for the project."

-Senior Executive

ZERO TO 200 AGENTS IN A FEW WEEKS

Fortune 100 technology company maximized sales in its crucial fourth quarter.



Capturing every call

The call center staff was at capacity. In-house expansion and offshoring were not options. U.S.-based agents offered a cost-effective solution to help existing workers—without adding space, more staff or sacrificing quality.



Mobilizing agents

Working Solutions deployed 200 skilled specialists, most with five to eight years of industry experience. Many were customers of the company, with a good grasp of service plans and products. As a result, preparation time was cut by up to 30%.



Driving sales, loyalty

With optimum staffing levels and prepared specialists, the company met sales projections, increased its customer base and built brand loyalty—all while staying within budget.



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