FINANCIAL SERVICES

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.



Increased call demand met



Abandoned call rate

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.

RESULTS: Captured Important New Business

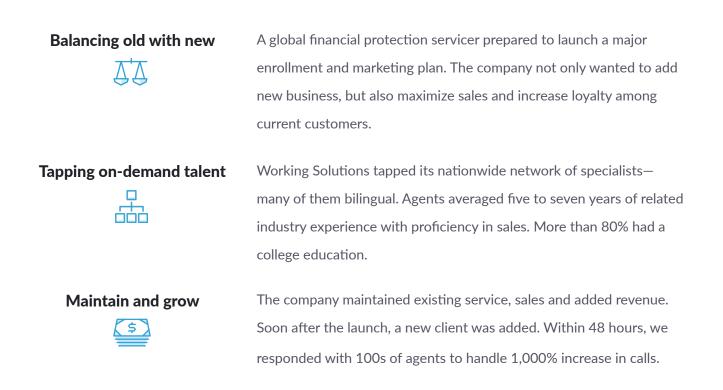
- Provided productive agents—without incurring downtime.
- Maximized windows of opportunity for new sales.
- Trimmed average call-abandonment rates to less than 5%.
- Added a retail client, increasing company calls by more than 1,000%.
- Supplied 100s of more agents to support new business in 48 hours.



"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.



ABOUT US

With 20+ years of success, Working Solutions is a recognized leader in home-based call center solutions. Fast and fluid, our workforce of sales, customer service and technical experts is on demand for your brand. Add



Take the next step 866.857.4800 sales@workingsol.com workingsolutions.com

