

Quality Contact Solutions provides quality call center solutions that achieve sales results. We exist because the world is driven by sales. We deliver exceptional results because our company culture is vibrant and alive. We offer the solutions and services to make the most of your contact center dollars. We specialize in B2B Outbound Marketing, B2C Outbound Marketing, & Inbound Customer Service.



## CASE STUDY

### B2C Inbound and Outbound Blended Calling

---

100% track record of exceeding goals every year

### THE COMPANY

The client is a natural gas supplier that primarily operates within the Midwest.

Quality Contact Solutions provided the client with B2C inbound and outbound blended calling. The purpose of the calls was to educate current and non-current customers about natural gas rates during the annual open enrollment period. Once educated, our team would assist the new customer in completing their delegation agreement and locking in their annual natural gas rate with the client.

# THE GOALS

The client had 2 primary goals:

01

The client's previous vendor lacked communication, transparency, professionalism, and results.

02

The client didn't have the bandwidth to house the program internally and meet aggressive annual growth goals.



## THE SOLUTION

Some of the critical components of our client's B2C inbound and outbound blended calling program:

- The purpose of the calls was to educate current and non-current customers about natural gas rates during the annual open enrollment period. Once educated, our team would assist the new customer in completing their delegation agreement and locking in their annual natural gas rate with the client.
- Provided experienced veteran staff to increase overall call quality and meet all expected service level/performance goals.
- Implemented conference options to assist customers with gathering information from the utility on live calls to complete delegation forms and increase speed to sale.
- Daily reporting via an online portal allowed the client to see all call statistics to assist with key decision-making.
- Implemented a specific call cadence to ensure compliance with utility commission's annual regulations.

## THE RESULTS

100%

track record of exceeding goals every year

45%

average lead conversion rate

Daily reporting

allowed the client to see all call statistics to assist with key decision-making

151%

of our annual enrollment goal met on average over 5 years



Our client believes in providing safe, reliable, and affordable electric services to power homes and businesses.

Quality Contact Solutions is proud to support our clients' missions with our call center, BPO, and telemarketing services. Our goal is to provide an excellent customer experience for each one of our clients and customers.



## A LITTLE ABOUT US...

### Industry experts

We have a team of experts with specific expertise in various disciplines of the telemarketing industry. Each team member strives to give our clients the best possible experience.

### Winning culture

Our team hates losing even more than we love winning, which creates an environment that is motivated to drive performance and make sure our clients are successful.

### We make it easy

We work with our clients to own the entire process, so they don't have to. That means we build it, we call it, we manage it, we report on it, and we make it successful.

### Proven experience

Our team is deeply rooted in the industry. Drawing from a minimum of 10 years of experience, we have the know-how to help our clients succeed.

## Results

We take pride in working hard and smart. We pair creativity and proven strategies from years of experience to help our clients exceed their goals.

[REQUEST PRICE QUOTE](#)