

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

## Outbound Member Engagement & Retention

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30% of members reached enrolled in the service

## THE COMPANY

Founded in 1977, our client is the largest credit union service organization in the U.S. The company sought the help of Quality Contact Solutions because it had a fair amount of members who had not opted in for its Courtesy Pay Overdraft Protection. Without opting into the service, members are not protected for certain types of purchases or withdrawals, meaning transactions could be declined at an ATM or for a one-time debit card point-of-sale transaction at a merchant. In an effort to help members avoid the inconvenience and embarrassment of declined ATM and debit transactions, they wanted to reach out to members to let them know about their option to enroll.

# THE GOALS

The client had 2 primary goals:

**01** Increase member engagement in protection plan

**02** Increase member retention by reducing fees for overdrafts



## THE SOLUTION

Some of the critical components of our client's member engagement and retention program:

- Starting from day one, QCS worked hand in hand with the client to identify the overall objective of the project, establish the amount of members needing to be contacted, and collaborated on the message needing to be delivered to the member. As can be expected, there was a predominance of cell phone numbers for members. Knowing that, we were able to conduct this telemarketing using non-ATDS technology to ensure TCPA compliance.

- With their expertise, QCS was able to hand select the representatives calling on the project who specialize in this type of customer interaction. After developing the scripting and receiving the approval, QCS conducted a thorough training of the representatives. To assure great experience for the members, representatives were monitored for quality on a continual basis and each enrollment was verified for quality and accuracy.

- The client, in collaboration with Quality Contact Solutions, efficiently set up and executed a successful outbound telemarketing campaign.

- There were a total of 832 members our client was looking to reach out to. The project took approximately a week and a half to complete with limited evening dialing hours to maximize contact.



## THE RESULTS

**417**

members reached

**126**

members enrolled in the service

**50%**

of members reached

**30%**

conversion rate



Our client is committed to service excellence and focused on innovation.

Quality Contact Solutions is committed to supporting our clients' missions with call center, BPO, and telemarketing solutions. Our goal is to provide a superior 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.

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