

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 B2C Cross-sell/Upsell

Averaged more than 5,000 new sales annually

THE COMPANY

Our client is a growth-oriented, vertically integrated energy company with a mission of improving life with energy and a vision to be the energy partner of choice.

Quality Contact Solutions was tasked with developing and executing an outbound B2C cross-selling and upselling campaign for the client's appliance protection plan to current utility customers. The client reached out to our team because it was struggling to focus on outbound sales as they were only selling plans through inbound customer service teams.

THE GOALS

The client had 2 primary goals:

01

The client wanted to increase member outreach and sales.

02

The client needed increased communication from a call center partner.

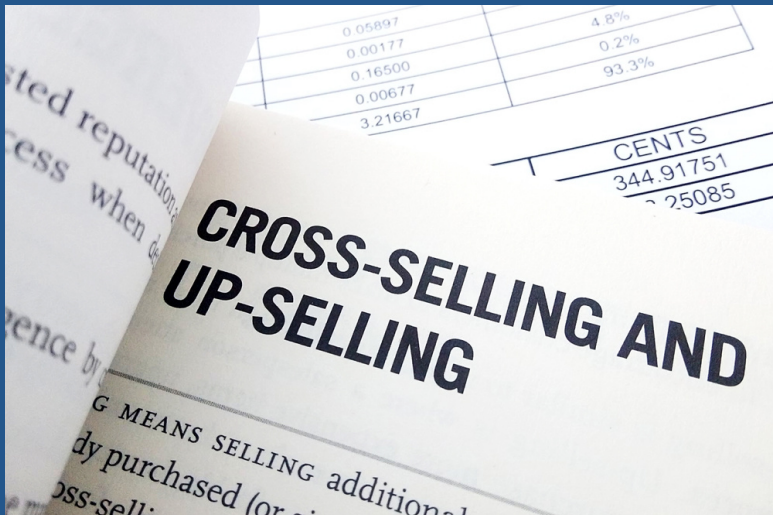


THE SOLUTION

Some of the critical components of our client's outbound B2C cross-sell/upsell program:

Developed and executed an outbound B2C cross-selling and upselling campaign for the client's appliance protection plan to current utility customers

- Built an outsourced outbound call center sales team to focus on outbound sales specifically
- Created weekly feedback loops to increase communication through weekly agent round tables, quality assurance calibration sessions, and continual improvement strategy calls
- Developed an upsell program for current members on the low to middle tiers of the appliance protection plan
- Established benchmarks for performance and continually improved on those numbers
- Established a calling cadence of new and lapsed customers that continued to net consistent performance year over year and reduced customer complaints



THE RESULTS

5,000+

Averaged more than 5,000 new sales annually

2x

Upsell campaign produced 2 times the results of new member sales

5x

Increased overall sales of appliance protection plan by more than 5 times annually

30+

Scaled team from 10-agent pilot to 30+ FTE across multiple locations.



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.

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