



...for the face of your business.

The “Solve & Save” Call Centers

Business-to-Consumer services company saves more customers even as competition heats up

Client Description

- **Call Center**
- **Telecommunications**
- **Business-to-Consumer**
- **Inbound Customer Retention**

Problem

After several years of exponential growth, this leading service provider was faced with a dramatic change in their marketplace. New competitors offered low entry-level pricing for service that seemed good to consumers. The advancement of technology brought in customers whose computer expertise was limited and who needed more support to become satisfied long-term customers.

More customers were calling to cancel than ever before. Their reasons were new. Scripted responses to known cancellation reasons had grown stale.

The Retention Team grew to 150+ but their tools and training were not helping them to meet operational goals.

Churn rate had increased to a new high. Immediate action was needed.

Why Caras Training

Nobody knows more about creating pleasant, interactive and persuasive conversation than Caras Training does. Our scripting methodology has helped thousands of inbound and outbound service and sales professionals to gain cooperation and get results in even the most challenging of situations.

When a relationship has been damaged due to a service failure or because a competitor claims to give more and charge less, manipulative sales tactics won't do. You can't trick people into staying for the long haul. They have to believe in the value of your product or service.

Caras has proven methods for moving callers step-by-step through the process of re-buying while restoring or maintaining their dignity.

We collaborate on the strategy, the scripting, the training, the monitoring and the coaching to make sure the action plan gets measurable results by the pre-determined deadline.



Process & Deliverables

Caras Training used a 2-person team of retention scripting and training experts to collaborate with our client to get results. They needed fast action so this engagement went from planning to results in just 4 months.

I – Understand

- A. Initial meeting with Retention Leadership to review current scripts and save methodology.
- B. Evaluation of systems tools and call process models.
- C. Interviews and side-by-side observations with front line staff at all levels to identify top challenges.
- D. Round table surveys of top performers to bring forward best practices.
- E. Review of current tools for training, monitoring and coaching.

II – Collaboration on Scripting and Action Plan

- F. Brainstorm sessions with Retention Leadership resulted in creation of new 8-step call handling process to be used for every call.
- G. Presentation of Caras interactive conversation methodology with save strategies for approval.
- H. Delivery of interactive scripting versions 1-12.
- I. Target date set for pilot training.

III – Develop & Deliver Scripting and Training

- J. Development and delivery of pilot 3-day classroom retention training program (24 hours for front line).
- K. Development and delivery of pilot 1-day classroom coach training program (8 additional hours for managers).
- L. Rewrite and re-organize based on observations and feedback.
- M. Classroom Training Delivery to Retention Specialists and Managers by Caras Trainers (current staff roll-out).
- N. Rewrite for New Hires.
- O. Trainer Training for client's trainers.
- P. Roll-out to New Hires.
- Q. Measurement of increase in save rate to meet goals within 30 days.
- R. Hand off to quality team.

Results

Immediate results included:

- 33% increase in save rate during 60-day scripting and training roll-out for current staff.
- Retention targets still being met more than 1 year later.
- Incorporation of new tools and training into new hire program resulted in 25% more productivity from new hires.
- Expansion of strategies and scripting to offshore outsourced locations with the same stellar results.