



Campaign Growth Due to Client Satisfaction

Client Satisfaction leads to growth in the Campaign from one to three products.

Fusion BPO Services

Case Study: Campaign Growth due to Client Satisfaction

Project Overview:

Fusion's blend of exceptional delivery capabilities; extensive assets and deep industry skills that add value to clients outsourcing activities, enabled Ideal Living grow their campaign from one to three products seeing outstanding results.

Company Background:

A vertically integrated multi-channel marketer of consumer products specializing in DRTV, Internet and retail sales. Since 1993 they have been conducting business through DRTV and retail and have a worldwide sales of products in excess of \$3 billion.

Business Objective:

With a mission to see a growth in sales and deliver quality customer service Ideal Living partnered with Fusion BPO.

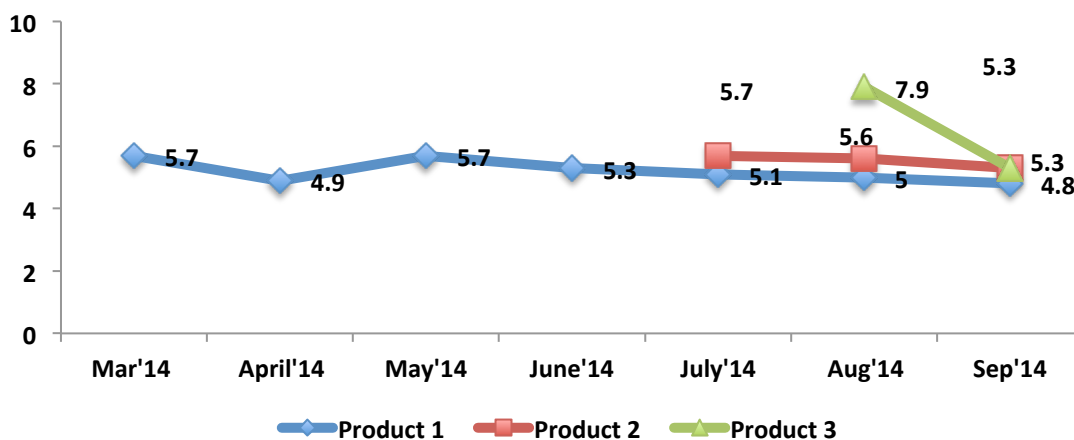
Solution: The project was guided with the following set of objectives:

- Live Demonstration coaching with products to experience the usefulness of every product to customer care representatives to match customer's needs with their products and encourage upselling.
- High-level understanding of script flow to gear the customer care representatives with swift responses to
- Detailed process mapping to identify workflows to enable the client to visually identify the process involved with an aim to reduce costs and boost sales.

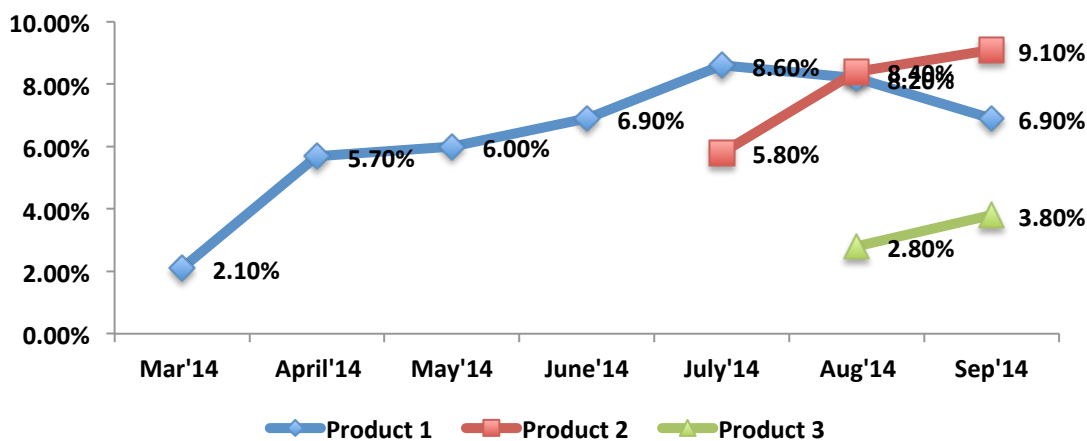
- Daily reporting and monthly training and feedback sessions to track growth and initiate perfection in the process by indicating where there is room for improvement.

Results:

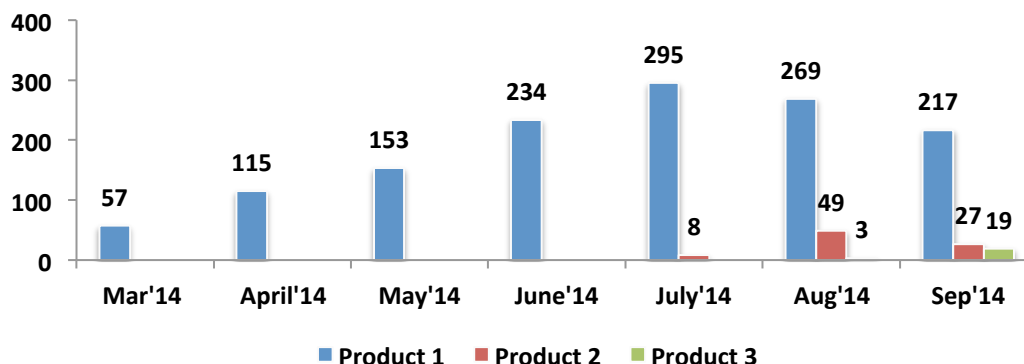
Handle Time



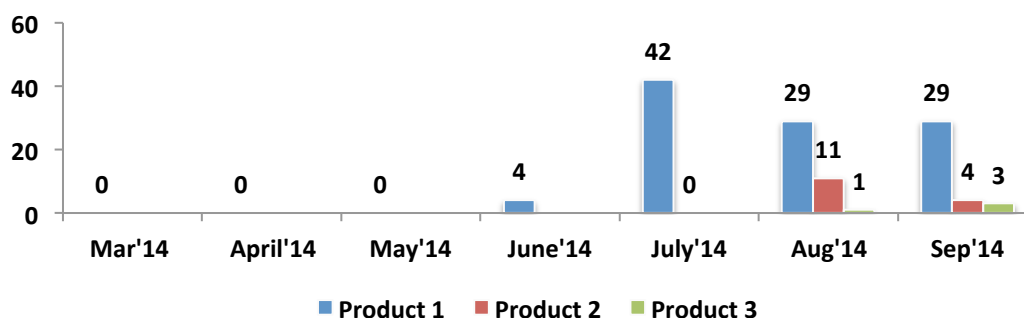
Save Sale %



New Orders



Reactivation



The Client experienced an improvement in all key performance indicators within two months for their product 1 and decided to strengthen their partnership with Fusion with two more of its products.

Client Testimony:

"We've been working with OCI for almost two years. In those two years, OCI has gone above and beyond in their commitment to deliver service and results. Initially, we gave OCI volume through a split test on inbound sales and they been able to surpass conversion rates. We have since expanded with utilizing their Customer Service team. OCI has an arsenal of seasoned players that are willing to strategize on all fronts with the end goal of truly wanting what's best for the client." –Director of Sales,. (September 2014)