

Largest telco in Asia-Pacific – we lifted total sales revenue in their outbound call centre by 12% in 6 weeks in a sustainable way

Client context

- **Largest telco in Asia-Pacific** with \$3.5bn revenue, 5,500 employees and 2m customers
- **Declining sales performance in call centres** over the last 24 months with high attrition rate and under competitive pressure
- **Recognised the need for a complete sales turnaround** as a way to drive bottom line impact and maintain market share

Approach

- **Launched a sales turnaround programme focused on outbound sales first** in order to showcase a major lift in revenue in the most broken business
- **Targeted 3 improvement levers to rapidly capture impact** Implemented a sustainable needs based sales approach, developed strong team leaders focused on daily coaching and align incentives to business needs understood by the agents

M&S Expertise



Katia Khvatova



Vincent Vuillard



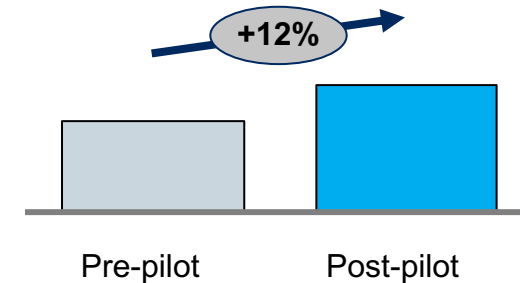
Porendy Ung



Christophe Bur

Impact

Uplift in sales revenue



- **Significant increase in conversion rate for all agents**
 - Mobile: 520% increase from 4% to 27%
 - Broadband: 300% increase
- **Complete rollout will include all inbound call centre and stores and will represent \$40m EBITDA increase**

Client name: X
Team set-up: X
Fees Structure: X

What was unique: X