



## Leading Telemarketer

CallTech™ Delivers More Than 20% Increase in Sales per Agent Hour for Leading Telemarketer

- *Increase Sales Per Agent Hour*
- *Increase Right-Party Contacts*
- *Increase Efficiency*

### Business Need

Our client is one of the leading financial services providers in the United States. Specializing in diverse offerings, our client has solutions that can be customized to meet the exacting financial needs of today's demanding consumer.

With a large selection of customizable options available, our client must continue to keep their diverse product offerings top-of-mind with both current customers and leads. To ensure success and increase sales, our client uses telemarketing to keep their customers and prospects informed and interested.

Challenged with low right-party contact rates for telemarketing, it was important that our client make the most out of every customer contact.

**Our client's goal was to improve their sales per hour of agent time.**

### Solution

**CallTech™**, Austin Logistics' best-time-to-call software.

### Operation

Austin Logistics's CallTech used our client's database, which contained several months calling history, prior offers and responses, and credit quality, to create custom models that predicted the optimal calling schedule for their available agents. Once the schedule was completed, CallTech facilitated the calling by dynamically resequencing the lists based on the optimal calling schedule.

### Results

Austin Logistics' CallTech took the guesswork out of when to call. By optimizing our client's calling schedule over the entire day, our client had the ability to identify leads that were more likely to respond to their offer. This allowed them to reach the most eligible-buyers, rather than only those who were easiest to reach.

By using CallTech, our client was able to gain more than 20% lift in sales per hour. Plus, CallTech worked with our client's current resource constraints while achieving this increase in sales, therefore maximizing agent productivity and increasing operational efficiency.

### Summary of Success

With Austin Logistics' CallTech, our client was able to increase sales per agent hour.



### **About Austin Logistics**

Austin Logistics is a leading provider of analytic software and custom modeling solutions that use predictive intelligence to drive more profit from every customer interaction.

Austin Logistics determines the optimal treatment for each transaction by collecting disparate data from multiple sources and applying advanced modeling techniques. All Austin Logistics products are designed to deliver a six-month Return On Investment.

Austin Logistics, established in 1992, is headquartered in Austin, Texas. The company maintains business and development offices throughout the United States and in Asia.

### **Contact Us**

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