



**IMPROVING CONVERSION AND
OPTIMIZING REVENUE USING**

MIND

QA SERVICE



ABOUT THE CLIENT

Our client is one of the premium market players in the field of health supplements in the US. A thriving nutritional supplement company with 25+ years of experience in the industry and over 100 employees, our client has a wide range of health supplement products. It also conducts various corporate outreach programs to give back to the community.

CHALLENGES:

As our client's process is an outcome-based process, the primary KPI is conversion. The higher the conversion for all respective LOB's, the more significant is the chance to earn more revenue for the contact center partner. Our client was facing some challenges in achieving its higher conversion goals. Ameridial took up the challenge to increase the conversion rate, ensure complete coverage in volume and optimize the revenue. The process was introduced to two Ameridial centers – El Salvador and Canada with dedicated teams. During root cause analysis, we identified the four types of challenges in achieving the conversion goal – training issues, agent issues, technological challenges, and challenges in the customer-front that led to low conversion (40% or less).



NON-CONVERSION ROOT CAUSE

AGENT

- Unable to understand Customer need
- Not following the Script
- Lack of Confidence
- Lack of Product and Pricing Knowledge
- Not using Proper Rebuttal

01



TRAINING

- Reduced duration of Training
- Strict Certification Process
- Strict Certification Process

LOW CONVERSION
<40%

03



CUSTOMER

- Not sure about the Product Line
- Not willing for Auto-Shipment
- No Fund

02



04



TECHNOLOGY

- Call drop while taking the Payment Information
- Call drop in between Conversation

SOLUTION

To improve the conversion percentage at the agent level, the Americal QA practice started focusing on lost opportunity audit and mapping the same with Quality performance. The team introduced FEMS Quality framework, which helped create real-time coaching opportunities and self-coaching in a call center live environment. With the tool, it is possible to track 100% coaching completion. Also, the tool led to 100% coverage with a detail description of feedback conveyed by Supervisors and faster agent acknowledgment.

QA and Operations team jointly worked to drive the coaching and feedback through FEMS QA post identification of lost opportunities. The tool helped the process to identify the defect drivers and outliers on a real-time basis. The inbuilt calibration capabilities built in FEMS, with automated reporting and instant access to data, resulted in improved visibility. It also helped to track 100% of the variances seamlessly and work towards improvement.

The capability to share the process and product updates through FEMS helped educate the agents in the work-at-home environment. Also, the frequent tests conducted on product knowledge and sales skill helped to judge whether the agents were improving.

RESULT



With effective coaching and feedback via the MIND QA, Ameridial El Salvador and Canada teams have improved the conversion numbers. The El Salvador team experienced a 57.04% increase in revenue, and the Montreal team saw a 57.66% increase in revenue, respectively. MIND QA framework helped to drive overall conversion for our health supplement client and has helped to maximize the revenue opportunity for Ameridial.