

Realtime Results developed a custom designed, Web-based application that provides the client's in-store sales agents a streamlined solution for selling a diverse product set.



Situation Overview

A large telecom provider completed an acquisition giving it control of a large, national network of wireless stores. In order to reap the benefits of the acquisition, the company wanted to sell its traditional wireline services alongside its wireless offerings. The company turned to Realtime to help it deploy a solution in just six weeks.

The Solution

Realtime Results developed a custom designed, Web-based application that provides the client's in-store sales agents a streamlined solution for selling this diverse product set. The tool features an easy-to-use interface that allows for the capture and submission of order information for six distinct product offerings across all five regions where the company operates. The tool is highly customizable and is designed for future expansion and growth.

The unique online ordering solution allows for real time interaction between sales reps and customers in the store and Realtime Results order processing agents working from a Realtime Results call center. The

system allows for order processing to occur with the customer in the store, and for confirmation pages to be generated in the store and shared with the customer.

The system provides multiple levels of access for administrative users down to end-users. The system allows the client to access total order history and see the status of all submitted orders in real time by region, vendor and sales rep. Sales reps in the store have access to all orders placed along with reports showing personal commissions and sales activities. The tool also has built-in systems to monitor and detect fraud and to provide a host of operational efficiency measures.

In addition to developing the ordering tool, Realtime Results staffed and trained multiple dedicated teams of order processing agents who serve as the order processing team and support agents for the retail network.

The tool, the call center and the order processing teams were all put in place from concept to project launch in less than two months.

The Client & The Challenge

Our client was the largest provider of telecommunication services in the world operating a national retail network of more than 2,000 locations. Following an acquisition, the company wanted to offer traditional wireline services such as Phone, DSL and a newly launched video service inside its wireless retail network.

The client did not have an internal system capable of coordinating the sales capture, ordering processing, sales commission and order tracking and reporting. They needed a solution in a very short time-frame (under two months).

For the company to enable in-store sales reps to sell multiple products nationwide, it would have required training over 5,000 sales reps on the use of a complex series of legacy systems (more than 20). The training was too complex and expensive. As well, the cost to provide store-level access to the disparate legacy systems was prohibitive.

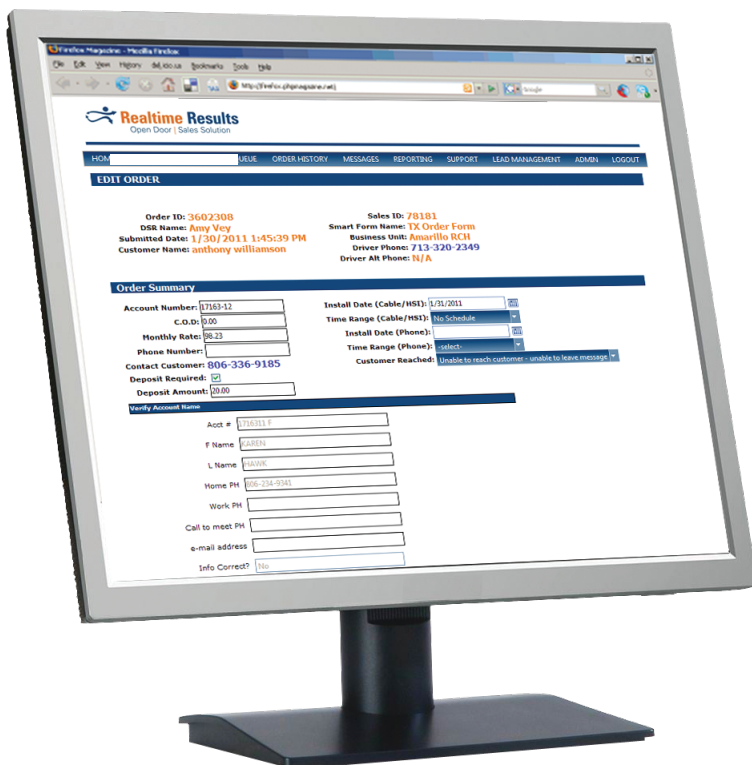
The Results

With the assistance of Realtime Results, the telecom organization successfully launched its new sales program and rolled it out nationally. From the first meeting until the first orders were placed was just six weeks. Realtime continues to support this effort today with several hundred representatives supporting our partner.

Since inception, Realtime Results has handled and processed more than 2,000,000 orders on behalf of our partner. Today, Realtime associates serve the needs of more than 10,000 sales reps and dealer sales agents generating sales activity nationwide. The system has been expanded to include additional products and services and support for additional sales channels.

In 2010, Realtime launched a new program for the same client to provide a high-touch “concierge” program. This program provides customer support for all customer inquiries inside the retail network. Call center associates handle customer issues from beginning to end. This program has generated a number of benefits:

- Increased sales due to sales associates spending less time dealing with customer issues.
- Decreased customer turnover.
- Greatly increased top-box customer satisfaction scores.



Make Your Sales Numbers Grow... Contact Us To Learn How.

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