



TOLLRING

TAKING THE LEAD WITH TOLLRING:
AN IT RESELLER CASE STUDY

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For the last five years, a leading UK business IT and telecommunications company has been using Tollring's iCall Suite call analytics and call recording service to help streamline all areas of call handling.

Armed with such a detailed knowledge and understanding of the solution, iCall Suite is now a vital component in the products and services they supply to their own customers.

Their Telemarketing Director provides an insight into how iCall Suite has helped the company to achieve success.

CHALLENGE

Gaining new business is their primary focus.

“Whilst improving customer experience is always at the core of what we do, improving profitability takes top position.”

As head of telemarketing with the remit of generating new business, much of the role is measuring and improving the performance of his telemarketing team.

His constant challenge is to cultivate good behaviours, ensure everyone is using the right processes and identify areas for further training.

This means he needs to measure work rates, talk times and performance, which he describes as ‘policing, training and monitoring’.

In addition, maintaining good customer experience is a continuous activity. During the recent COVID-19 pandemic, their customers required significant support. To achieve this, they needed call recordings to capture every customer discussion, with details on what was agreed or discussed at any given time to provide reassurance to both the company and its customers.



SOLUTION

Statistics are a driving force across all areas of the business. No more so than in the telemarketing department with the team making outbound calls to set up appointments to sell telephone systems.

The call recordings captured and stored within iCall Suite play a vital role in enabling them to manage the performance of over 30 telemarketers. The Telemarketing Director and his managers use the recordings to identify individuals who are doing well and encourage more of the same, as well as to discover those not doing well. He says that the recordings capture ‘the good, the bad and the ugly’.

He has a group of call listeners who review every successful call that results in a booked appointment. They also listen to over 75 per cent of the unsuccessful calls that are made direct to managing directors in search of both positive and negative patterns to help improve performance.

As he explains,

“We review the data from iCall Suite, such as talk-time, alongside meticulously researched and detailed customer CRM data. This allows us to gauge the average time spent talking to each customer during the day and captures how often potential customers are called, so they don’t feel harassed. Talk-time is displayed on wallboards with telemarketers expected to conduct a minimum of 2 hours and 20 minutes on the phone to customers each day.”

Ongoing analysis of call recordings and call analytics is critical to driving business performance. They regularly evaluate the missed opportunity cost of any unreturned missed call and review call back activity, both to educate their team and drive the accomplishment of targets. Call analytics coupled with CRM insights also help them to enhance customer experience through trend analysis, resulting in a structured and planned yet ever-evolving approach to telemarketing.

Reviewing call recordings has become 'business as usual' in the telemarketing team. They are aware that calls are reviewed, driving positive behaviour and the benefit of internal feedback for ongoing improvement. Productivity KPIs are shared with the team on wallboards to keep telemarketers (and their supervisors) informed and to support them in hitting their targets.

BUSINESS OUTCOME AND ROI

As business users of iCall Suite themselves, they benefit from first-hand product knowledge of the benefits of the solution, which has helped them to productise and resell it to their extensive customer base.

The Telemarketing Director says,

“Using iCall Suite ourselves really gives us an edge when talking to customers. Our telemarketers use our own example and those of other third parties to illustrate and promote its benefits.”

“For example, if a business can identify their missed calls, iCall Suite enables them to identify and call back the telephone numbers, saying sorry we missed your call. Our telemarketers can demonstrate the potential value of the returned missed calls by multiplying the number of missed calls by the company’s average deal size to show what might have been lost without iCall Suite.”

Their telemarketers are currently bringing in between \$4m to \$5m of new orders per month.

Their considerable success has been achieved by making incremental improvements of 1% or 2% across every area of the business, rather than trying to make massive changes. The small improvements have multiplied across many elements such as data science, training and by improving the level of experience of those making the calls. These ongoing advances, coupled with resource optimisation, have enabled the company to sell more through their leaner, more focused and better performing team.



The Telemarketing Director operates a league system where his people are promoted or relegated between teams based on their performance.

“This is not just about the statistics, but by looking at each person’s behaviour, their actions, and how they conduct themselves on the telephone. This then provides our field sales team with access to true and accurate records when they visit each prospective customer.”

They also use Tollring’s iCall Suite to monitor inbound calls. During the Telemarketing Director’s previous role as Group Operations Manager, he used Tollring to improve the company’s response to inbound customer calls. iCall Suite’s analytics revealed that callers were waiting an average of nearly two minutes for their call to be answered. Using iCall Suite monitoring and analytics to make everyone in the business accountable, he ensured that every caller to the business was greeted by a person in under 15 seconds.



FUTURE

The company is looking forward to future developments in Tollring's product and will continue to maximise the current extensive feature-set. As the Telemarketing Director says,

"Tollring's iCall Suite has been critical across our whole business and a massive part of our success."

"iCall Suite enables us to deliver a high-performance team. If I need evidence or statistical back up, I'll always turn to Tollring."

"The solution is not to get more telemarketers to make as many calls as possible, it's about maximising every piece of data and getting the very best out of every individual. Tollring and iCall Suite is key to our continued success."

ABOUT TOLLRING

Tollring is a market leading software developer providing data visualisation and business intelligence tools that help manage, understand and control a wide array of communications information, resources and assets.

With offices in the UK, the USA, India and Australia, Tollring specialises in business communications analytics, call recording solutions, telecoms expense management and fraud detection. Deployed as one single solution in the cloud, Tollring focuses on delivering the right information at the right time, accessible on any device. Our innovative solutions are developed in-house and distributed via an extensive channel partner network to over 27,000 businesses globally.

Tollring prides itself in its high levels of technical capability and strives to deliver outstanding levels of support having been certified in quality standard ISO 9001 and ISO/IEC 27001 for Information Security Management.



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