

The London Mint Office

Inbound Upsell Case Study



the company

The London Mint Office (LMO) is a trusted and respected partner for a large number of British coin collectors. Together with their sister organisations across Europe and China, The London Mint Office provides a wide range of coins from ancient to modern, originating from virtually every country in the world.

the challenge

The London Mint Office were looking for a flexible call centre partner who could help them to grow their business. They wanted to work with a partner who could handle the peaks and troughs of calls from brand new customers who were responding to LMO adverts. The calls were generated from national press advertising, door drops and Direct Response Television (DRTV). The service needed to be delivered against strict service levels, both in terms of speed of response and especially in terms of the percentage upsell conversions. It was stressed that the qualitative Customer Experience was just as important as the upsell numbers.

the selection process

DBF committed to start the programme within 10 working days of getting the green light. LMO shared the call guide (including FAQ's and product details), which DBF were invited to give feedback on (including various Neuro Linguistic Programming (NLP) techniques to help to quickly build rapport). The systems were built within 5 days, which included a dynamic scripting tool that would help the agent to offer the

correct upsell to the correct customer (the range of different offers was considerable). Any changes to the products or calling guides were implemented within 3 working hours. Every element of the service was fully tested before “go-live” from the scripting, to the reporting to the data export protocol back into the LMO CRM system (data was uploaded every evening). The campaign was set-up on time and on budget.

the set-up process

DBF committed to start the programme within 10 working days of getting the green light. LMO shared the call guide (including FAQ’s and product details), which DBF were invited to give feedback on (including various Neuro Linguistic Programming (NLP) techniques to help to quickly build rapport). The systems were built within 5 days, which included a dynamic scripting tool that would help the agent to offer the correct upsell to the correct customer (the range of different offers was considerable). Any changes to the products or calling guides were implemented within 3 working hours. Every element of the service was fully tested before “go-live” from the scripting, to the reporting to the data export protocol back into the LMO CRM system (data was uploaded every evening). The campaign was set-up on time and on budget.

the results

- ✓ DBF answered an average of 95% of all calls presented.
- ✓ ALL “missed” calls were called back within 24 hours.
- ✓ DBF delivered an upsell conversion of between 25% and 40% – Target was 30%
- ✓ The team size flexed considerably in line with marketing activity from a “bureau only” resource (with up to 23 agents available) to a dedicated team of 13 PLUS bureau overflow.
- ✓ Cancellations were very low.
- ✓ Complaints were very low.
- ✓ All reporting was accurate and delivered on time. In addition to the numbers a qualitative synopsis was written each day by the Team Manager giving LMO valuable insight into what LMO customers and prospects were saying.
- ✓ The Customer Experience was excellent and DBF fully embraced the ‘LMO way’.
- ✓ DBF were paid on a “pence per minute” basis to cover their cost and an upsell bonus that would determine their profitability. This model totally de-risked the channel

for LMO.

✓ DBF continually 'added value' to LMO by sharing the latest industry research and best practice (often gleaned by the DBF UK Manager being on the DMA Contact Centre and Telemarketing Council).

✓ Both parties enjoyed working in an open and honest partnership.

testimonial

"We have worked with DBF UK on a number of different contact centre campaigns. They have helped us to acquire new customers from press advertising, mailings, door drops and also helped us with DRTV. They have further delivered outbound campaigns to help up sell and cross sell our products. The service was always managed within a strict Service Level Agreement for both quantitative and qualitative outcomes and DBF consistently helped us to achieve our goals. They were proactive and supportive and always put our brand and our customers at the heart of what they did."

Tim Banks, Head of Customer Experience, London Mint Office