

Behind every successful business
is a well-run back-office.
That's Realtime Results.

 **Door-To-Door Sales Solution****Overview**

Realtime Results provides outsourced sales and customer support solutions that provide high-value and efficient costs. Online sales and billing system solutions are where we cut our teeth, and our teams bring years of experience to these types of challenges. As a result of supporting the needs of door-to-door sales activities, we identified a need for a robust sales solution that would enable companies to fully capture the value of these sales.

The Client

Large cable service providers who operate door-to-door sales project with multiple vendors in multiple states or regions.

The Challenge

Cable service providers have long used door-to-door sales tactics to generate new customers and connections. These programs often outstrip an organization's ability to put the proper controls in place to keep the project on track for success. In addition, they need a process to streamline the back office and reduce sales time at the customer's door.

These companies need a better ability to capture market data on the street and a sales tool that is easy enough to not overwhelm the sales reps in the field.

The Solution

Realtime Results developed a unique door-to-door sales solution that leverages online order tools, call center support and wireless handheld devices. The system has several key components:

Lead Management – Using the online dispatch component of the system, clients are able to input, assign and manage all sales leads across multiple in-house and outsourced sales teams and agents. Leads are assigned and then pushed out to an inexpensive mobile phone assigned to each sales agent in the field.

Field Sales Management – Using the handheld device, each sales agent canvases their assigned leads and pursues sales. After each door knock, the agent updates valuable sales disposition for each address (sales, competitive landscape, customer reaction). This information is captured on the device and is transmitted and retained in the online dispatch tool. As well, GPS location tracking is used to confirm the point of sale. This serves as a valuable tool for mapping sales activities, territories and fraud prevention.

Order Processing – Once a customer is qualified, the sales agent captures all sales information on the mobile phone and that information is transmitted to a Realtime Results order processing center where an agent processes the order. Once submitted, the sales agent is free to leave the house and continue their sales activities. Once the order is processed, the Realtime agent contacts the customer to confirm services and deal with any additional support needs.

Reporting and Compensation – Because all orders are transmitted through the system, the client is able to view a comprehensive view of sales activity by sales area, by vendor or partner and by sales agent. This tool allows for the coordination of commission payments and reporting.

As a result of the Realtime D2D solution clients benefit from a host of positive results including:

- Increased sales due to a reduction in time at the door.
- Reduced call center costs due to a reduction in call time and order processing time.
- Reduced fraud through leveraging the GPS, location-based features of the tool.
- Improved customer experience.

Learn More

Call us today at 314-821-2500 or visit our Web site at www.realtimeresults.com to learn more about how Realtime Results can help you build your business.