

A better process, and a
better customer experience.
That's Realtime Results.



Telecom Retail Sales Solution (Fortune 50 client)

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 and expertise to these types of challenges.

The Client

Our client was a Fortune 50 company that operates as a national telecom provider with a large retail network (3000+ locations) and a diverse product offering (Phone, Internet, Video).

The Challenge

As a result of an acquisition and merger, the client wanted to expand its ability to sell its traditional products in a large number of new retail venues. The client needed a solution quickly (in under two months) and did not have an in-house system capable of coordinating the sales capture, order processing and commission and order tracking and reporting.

For the company to enable its in-store sales reps to sell multiple new products nationwide, it would have required providing access to and training over 5,000 sales reps on a complex series of legacy systems. A solution that was simply not viable. Training the in-store reps on the legacy systems was simply not an option due to the number and complexity of these systems. As well, the cost to provide store-level access to the disparate systems was prohibitive.

The Solution

Realtime Results developed a custom designed, web-based application that provides the client's in-store sales agents the solution they need to sell 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. 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 that the sales rep in the store shares with the customer.

The system provides multiple levels of access for administrative users down to end-users. With these levels of access, the client can 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. Order and reporting information can be formatted and exported for use in external commission tools and reporting engines. 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 teams running in parallel staffed and trained multiple dedicated teams of order processing agents who serve as the order processing team and support agents for the retail network. These agents serve the needs of more than 10,000 sales reps and dealer sales agents generating sales activity nationwide.

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 project has grown exponentially since launch and has helped the client to exceed their aggressive sales targets.

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.