

Revenue Enhancement through Upselling for Leading Telco on Inbound calls



The business challenge

Upselling of recharge data packs on Inbound helpline to generate revenue from existing subscriber

- No framework & specialized partner to deliver Cost to serve benefit through inbound upselling without impacting the process AHT.

Increase product awareness for high demand

- Data / Voice bonus packages to increase revenue

The Solution

- Return on Investment against the billing to be shown
- Profitable contact center

What We Did

- Identify the lean hours to pitch.
 - Incentive programs were designed by ISON & the Client.
 - Low AHT agents were deployed to upsell.
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REVENUE DIFFERENCE IN A YEAR

