

Beyond Boundaries

Crafting a Legacy in Digital Lead Generation



Client Overview

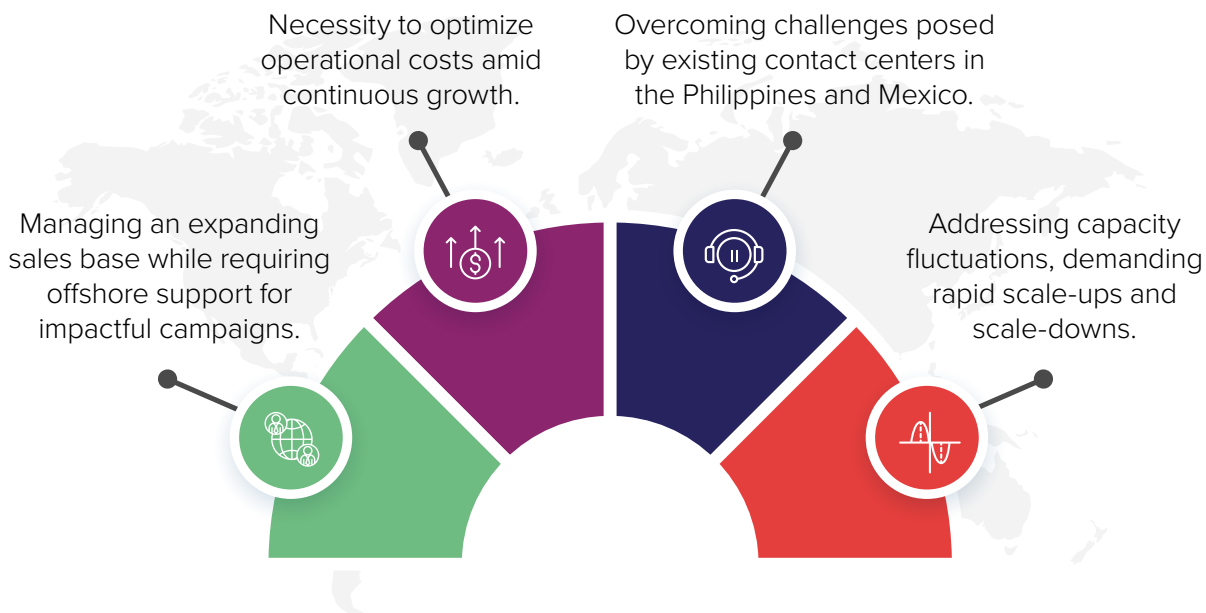
Our valued client, a prominent Digital Media Company based in the USA, operates within the dynamic realm of Ad Tech. With headquarters situated in the United States, the project collaboration commenced in May 2021 and has continued to evolve to the present day.

Situation Analysis/Background

Our esteemed client, a global AdTech frontrunner, specializes in innovative, performance-driven brand and marketplace solutions, bridging the gap between consumers and advertisers on a worldwide scale. Their comprehensive lead generation efforts were amplified through the outsourcing of inbound and outbound voice campaigns.



Key Challenges



Solution Provided

★ Leverage of outsourcing to South Africa for improved operational efficiency.

★ Rigorous assessment of South African agents to gauge capabilities and quality.

★ Establishment of an in-house Quality & Training Support team.

★ Development of a dedicated pool of trained agents, poised for prompt deployment to meet surges in capacity requirements.

Implementation



Results Achieved

- Substantial reduction in operational costs, **delivering impressive results** (specific figures remain confidential).
- **Achieved a remarkable 0% attrition and shrinkage** rate, ensuring a stable and motivated workforce.
- Successfully managed and handled **10,000 calls per month**, demonstrating operational excellence.
- **Sustained growth in sales** with minimal operational involvement or financial investment.
- Rapidly expanded the team's scope to encompass 4 sales products, leading to a remarkable **40% team size increase** within the initial 2 months.
- A growth trajectory has been set to further elevate the team, with plans to increase the **agent count to 100** within the next 2 months.



At ISON Xperiences, we orchestrate exceptional customer experiences through our digitally-led and data-driven approach, redefining the standard for enterprise solutions. Ranked among the top global CXM players in Africa, we provide a flexible enablement platform for businesses that need help scaling up their workforce, daily business operations, or debt collection solutions, or that want to expand their footprint in Africa. With over 18,000 employees across 19 countries, we serve 500 million global customers across Telecom, BFSI, Energy & Utilities, Government, Media & Entertainment, Aviation, Retail, E-commerce and more. For more information, visit www.isonxperiences.com

Contact us to discover how we can achieve similar results for your organisation:
hello@isonxperiences.com