

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

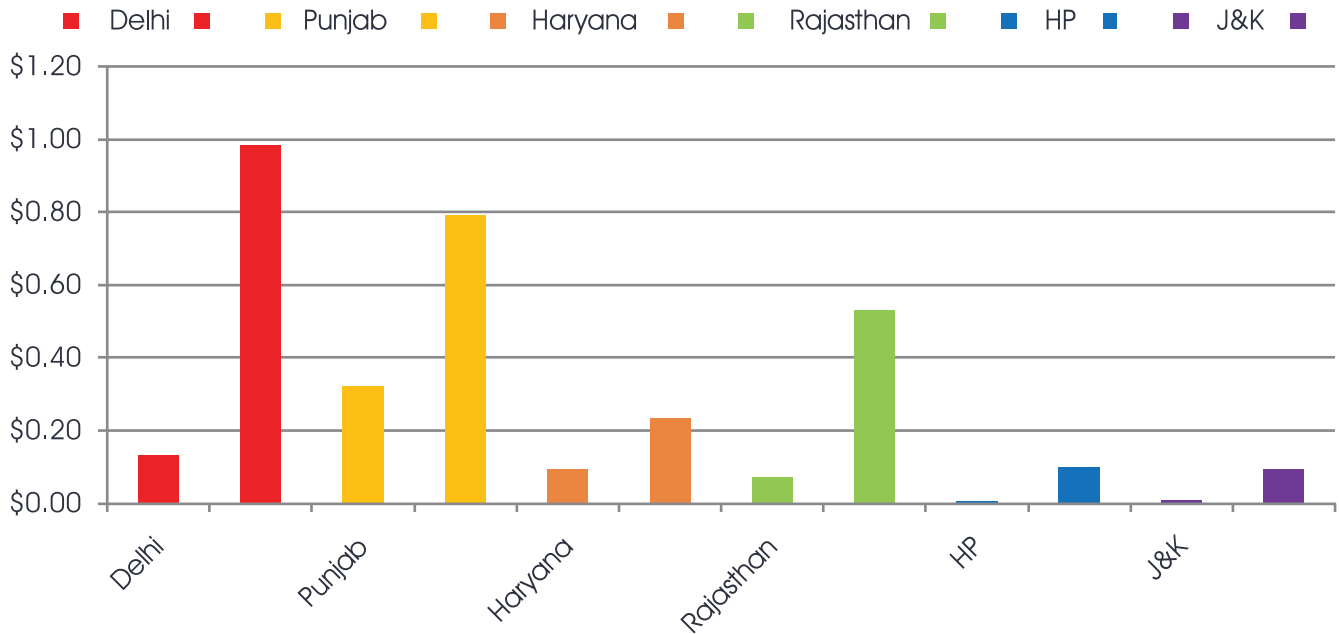
The Solution

- 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.
-

REVENUE DIFFERENCE IN A YEAR



Earning recurring & higher revenue from existing subscribers.
Turned cost center into a profit center.

MILESTONES & ACHIEVEMENTS

Year 1

APPROX. USD 0.62 MILLION

Year 2

APPROX. USD 2.72 MILLION – 300% + GROWTH

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