

A Top Spanish-language Broadcast Television Network

Objective

One of the most important Hispanic television networks in the United States was opening special high viewership advertising slots specifically for Direct Response advertising that had previously been reserved for brand advertising only. These ads would generate an unprecedented number of Spanish language calls due to several factors, including: prime-time morning hours, long form ads (30 minutes in duration) with highly recognizable and desirable products and high visibility on the network.

The challenge media companies had was finding a call center that could effectively handle the surges in call volume while converting at a high enough level to justify the cost of the ads, since they would represent a significant investment for the client on a weekly basis.

The ListenTrust Solution

ListenTrust stepped in, tasked with the challenge of dynamically staffing for these high-profile airings, converting the high call volumes to significant sales revenue, and maintaining a low cost of operation to make it profitable for all involved.

To effectively manage the call volume from these shows, we hired and trained nearly 200 new agents in addition to our normal staffing. However, to maintain a financially healthy operation, these new agents would only work during the weekend and only during the hours of the scheduled shows - regularly 2 to 3 hours Saturday and Sunday.

Anyone involved in sales knows about the learning curve of new agents; in this case we would not have that opportunity. Each ad costs thousands of dollars so reducing the learning curve and delivering immediate results on these airings was a key priority.

So, how could we train 200 agents to answer calls only 2 hours for only 2 days a week and still perform properly?

The key to success was to focus on the basics of our ListenTrust University (LTU) sales process - written and developed by the company CEO Craig Handley.

The LTU plan was divided into 3 phases: recruitment, training and operation.

To recruit we used traditional methods as well as social media. We had less than two weeks to hire the staff required to complete the team.

The ListenTrust Solution (Continued)

For training, we focused on the art of reading the script to adequately explain the offer and increase the conversation rate. Next we tackled how to handle objections and ABC - "Always Be Closing". We train our agents to quickly get to the objection and efficiently get the sale.

Training sessions occurred 2 hours before the show airing and agent feedback was given within an hour after each show to provide any needed follow up.

To operate that group of agents, we enabled a second section of our call center operation where supervisors and additional managers monitored the results dynamically.

The Results

In numbers, these shows represented an additional 1,000 calls on average in just 2 hours a day, with peak volumes from 2,000 to 3,000 additional calls.

The key factor though was to maintain consistently high levels of conversion despite the higher call volumes and the relative experience of the agents to justify the media investment for the client.

After several weeks of answering calls for one of these airings, we increased the average ticket by nearly \$10 dollars to an average order value of almost \$200 (see graph below). This represented additional revenue for our client of approximately \$10,000 dollars a week specifically due to the processes we put in place to train, staff and handle the calls generated.

