

Call Center Training Program – Update & Metrics

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December 8, 2017

Agenda

Overview of IPI's call center & office training program

Prior call projects & metrics

Current call project

Future call projects

Agenda

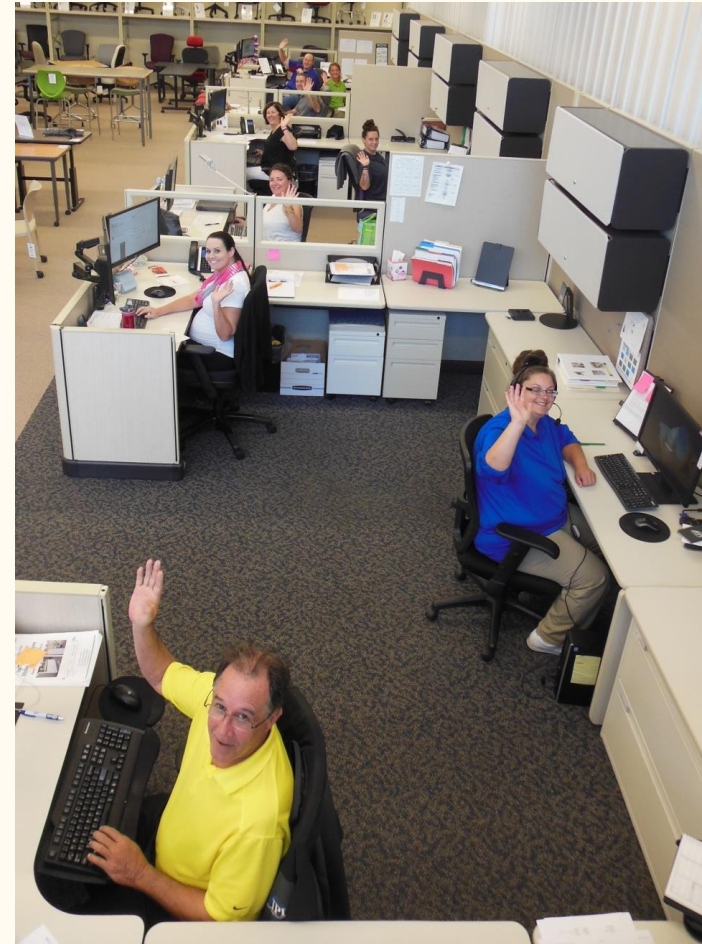
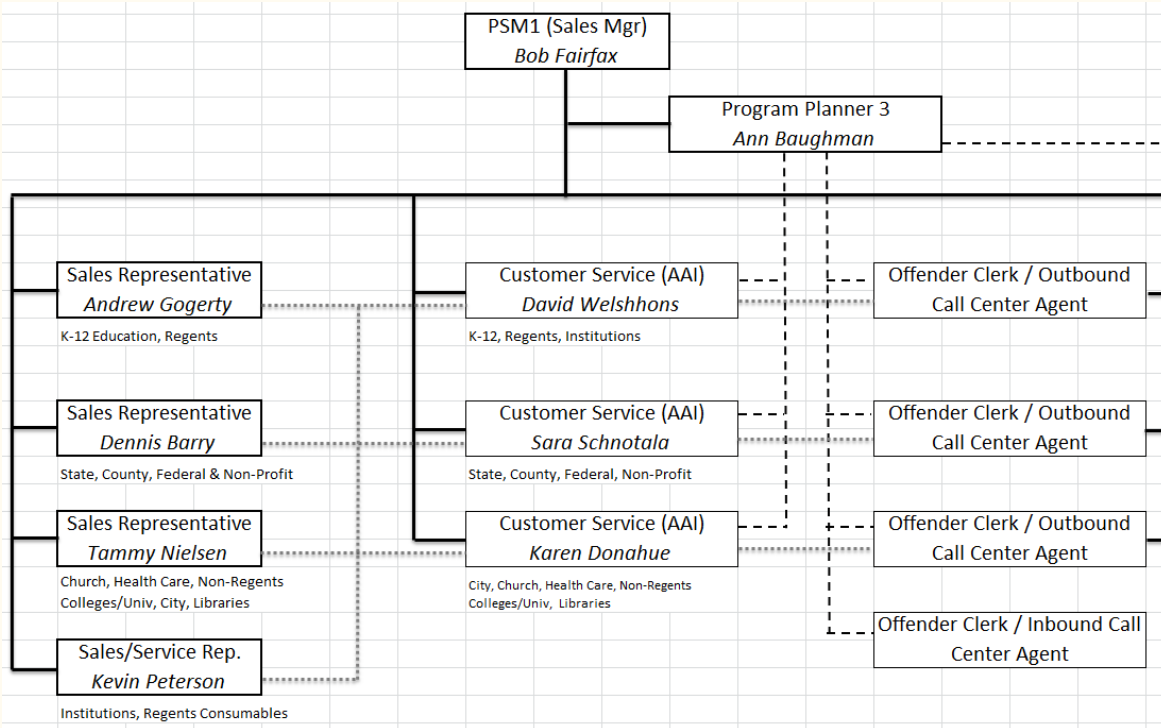
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Sales & Customer Service Office



Outbound Call Agents / Office Clerks

- 3 offenders are each assigned to a Customer Service and Sales team
- Perform outbound calls to current or prospective customers of IPI
- Perform administrative tasks such as preparing quotes, orders and reports, preparing mail, making copies, etc.
- General indoor & outdoor showroom maintenance, assisting with deliveries, cleaning, etc.



Inbound Call Agent

- 4th offender assigned to inbound calls only
- Takes and routes calls 10 to 40 calls to our Customer Service & Sales team daily
- Performs administrative work / data entry in between calls
- Greets showroom visitors



Offender Workstations

- Full Microsoft Office suite
- Email via Google mail account
- Google Drive & Apps (docs, sheets, slides, etc.)
- IPI website
- IPI's ERP software (Global)
- Call center software



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Types of Outbound Call Projects

- Market research
- Introduce IPI's products & services to specific markets
- Update records / information

Church Outbound Project Results (Phase 1)

- Update address, contact information, request email / approval to send marketing emails, give information about IPI products / services, ask if want more information via mail and/or sales/customer service to contact
- Dec 2016 to Feb 2017
- 4,765 leads called from purchased lead list
 - 11 Requested Sales / Customer Service call 0.2%
 - 543 Requested information be mailed / emailed 11.4%
 - 882 Script partial / complete 21.6%
(but did not want additional information mailed / emailed)
 - 3,184 Unsuccessful 66.8%
(Answering machine / No answer / Fax / Hangup / Didn't want info / Wrong number, etc)
- 1,215 approved us adding to email list

Church Outbound Project Results (Phase 2)

- Call those from Phase 1 that requested more information to ensure received, see if have any questions, ask if need sales / customer service to contact
- June 2017
- 543 leads called
 - 2 Requested Sales / Customer Service call 0.4%
 - 128 Requested information be mailed 23.6%
 - 269 Spoke about IPI with contact 49.5%
(but did not want additional information mailed / emailed)
 - 144 Unsuccessful 26.5%
(Answering machine / No answer / Fax / Hangup / Wrong number, etc)

Church Sales / New Customers

	Total Sales \$\$	New Customers to IPI
7/1/16 to 12/31/16	\$18,530	17
1/1/17 to 6/30/17	\$20,628 (+11.3%)	18
7/1/17 to 11/30/17	\$25,487 (+19.1%)	15

Federal Surplus Outbound Project

- Call prior Federal Surplus customers and update information, ask if familiar with program (give info if not), ask if want to update application by having new materials mailed to them
- Feb to March 2017
- 1,352 leads called from list created from old application files
 - 628 requested new applications be mailed to them 45.4%
 - 131 updated applications received
- 530 approved us adding to email list

Federal Surplus Sales

	Total Sales \$\$
7/1/16 to 12/31/16	\$35,756
1/1/17 to 6/30/17	\$43,939 (+22.9%)
7/1/17 to 11/30/17	\$39,514 (-10.1%)

City Facilities Outbound Project Results

- Give information about IPI products / services, ask if want more information via mail and/or sales/customer service to contact, request email / approval to send marketing emails
- March to May 2017
- 2,196 leads called
 - 18 Requested Sales / Customer Service call 0.8%
 - 356 Requested information be mailed / emailed 16.2%
 - 112 Script partial / complete 5.0%
(but did not want additional information mailed / emailed)
 - 420 not interested / not applicable 19.1%
(Duplicate #s in same city, not interested)
 - 1,710 Unsuccessful 77.9%
(Answering machine / No answer / Fax / Hangup / Wrong number)

City Facilities Sales

	Total Sales \$\$
7/1/16 to 12/31/16	\$20,583
1/1/17 to 6/30/17	\$26,097 (+26.8%)
7/1/17 to 11/30/17	\$11,698 (-55.2%)

Scrubs Outbound Project

- Call Hospitals & Nursing Homes for market research & lead gathering for scrubs
- August to September 2017
- Lead list created from Dept of Inspections & Appeals certified facilities
- 527 leads called
 - 68 requested information be emailed to them 12.9%
 - 18 answered questions but did not want additional information 3.4%
 - 392 not interested / not applicable 74.4%
(don't buy scrubs for employees)
 - 49 unsuccessful 9.3%
(wrong number, fax, answering machine etc)

County Sign Survey Outbound Project

- Current project (started last week)
- Call County Engineers, Conservation Boards, E911/Emergency Management and requesting they answer a survey about our sign service
- Using Google Forms to record answers
- About 300 county departments to call on

Future Outbound Projects

- Customer Database updating records
- Nursing Homes ~ IPI overview
- City Offices (Clerks, Fire, Police, Parks) ~ print

Questions?