



Client Situation

Our Client is a major Canadian mobile telecommunications company with operations in all provinces. In a highly competitive market where client service support and effective outbound direct marketing can provide significant advantage, being able to operate an efficient and effective outbound call centre becomes a decisive factor.

Mezzanine did an excellent job. It was one of the best experiences we have had working with consultants in many respects, especially in terms of value for the money.

Director, Small Business Marketing

Case Study: Best Practices

Understanding Industry Leading Practices to Hit the Ground Running

OUR CLIENT'S NEEDS

Our Client was planning to launch an outbound call centre to target small and medium-sized business customers, but did not have any experience operating one. Our Client needed to understand industry leading practices in order to hit the ground running.

METHODOLOGY

We provided insight to our Client in the following areas which enabled them to successfully launch a highly performing call centre:

- Researched and identified 8 'best-in-class' acquisition call centres in various industries throughout North America.
- Interviewed managers and operators of these call centres to benchmark their performance, identify best practices and understand the critical factors of their success.
- Established the quantitative metrics by which to measure the success of the call centre using both published and proprietary sources.
- Developed a framework for launching and operating the acquisition call centre based on performance standards and key success factors of others.

VALUE DELIVERED

Our ability to obtain critical information on best practices allowed our Client to clearly understand:

- How to launch and establish a successful call centre within 6 months.
- What resources were required to successfully operate an industry-based call centre.
- What best-in-class practices were relevant for their industry.
- What performance metrics were needed in order to measure and monitor performance relative to the industry.