

Case Study

Sales Solutions

The Client

Industry: Oil & Energy Sector
HQ Location: Kontich, Belgium
Company Size: 51-200 employees
Type: Public limited liability corporation (NV)

The company is one of the top 3 energy suppliers in Belgium and operates also on the Dutch and German market. The client has over 30 years' experience of generating, trading, transmitting and supplying electricity. The company is part of Innogy AG (branch of RWE International).

The challenge

Being operative in a highly competitive and fast changing energy market, the client was looking for a solid partner, who will provide support with their expanding market share, grow its consumer database and improve the customer loyalty and satisfaction.

What we offered

During the last 8 years we established strong and experienced sales department that delivers 35-40k new clients per year solely via inbound channels.

By combining our expertise in Sales and Customer Service with the client's experience and market knowledge, we have developed and offered tailor-made solution that is a combination of sales, service after sales and data processing services:

- **Inbound sales**
- **Consumer retention**
- **Cold calling**
- **Contract handling**
- **Offer processing**
- **Control of other sales channels** – chat, email, etc.
- **Converting Leads to Sales from different sales channel.**
- **Door to door representatives support**

How our people made the difference

Over the years we developed the necessary processes, which enabled our team to successfully execute consumer retention, signing of new clients and contract handling.

Through regular quality monitoring, sales training, coaching and knowledge based tests, we managed to secure constant high conversion rate and deliver a stable amount of new clients on monthly basis. We take care from the moment a prospect client comes in, to the moment he becomes an active customer, ensuring more than simply contract sales and signing.

Thanks to our sales driven and motivated people we were able to achieve the customer strategic targets for acquisition and retention.

Achievements:

**Inbound
conversion**
> 55%

**Signed
ratio**
>85%

Retention
>85%