Case Studies On Inbound & Outbound Telemarketing

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

Sam Walton

CRM Software and Services Used By Maxis

Outbound Telemarketing

STARDriver® Outbound

STARDriver® Dashboard

Data & Analytics

E-mail Marketing

SMS Automation

Campaign Management

The Challenge

- Maxis wanted to deepen their understanding of their SME & Enterprise customers.

- Their customer data quality was poor and inaccurate, leading to irrelevant offerings and poor customer management.

- The objective was to clearly define their customer needs and target them for specific opportunities.

Our Approach

- Star Solutions defined a 5-point data capture framework, i.e., company size, decision-making profile, telecommunication needs, information needs and customer satisfaction levels.

- The above translated into 10 profiling questions and the survey was carried out entirely via outbound telemarketing.

- Based on data gathered, we grouped companies into a potential cross-sell matrix for Maxis sales teams to take action.

Results

- 100% of targets achieved ! Over 28,000 companies were successfully profiled via phone.

- Campaign results were tracked by Maxis daily using our online dashboard.

CRM Software and Services Used By Maxis

STARDriver® Fulfilment Portal

STARDriver® Outbound

STARDriver® Dashboard

Data & Analytics

E-mail Marketing

Outbound Telemarketing

Campaign Management

The Challenge

- To support Maxis with the customer lifecycle of their SME customers across acquisition, retention, cross-sell, up-sell and churn recovery.

- Ensure revenue uplift in the process and minimize revenue dilution.

- Aggressive targets were set for the following :
  - Acquisition of micro SMEs based on needs.
  - Retention of SMEs to a 24-month contract.
  - Cross-selling of new products.
  - Reducing churn by 5%.

Our Approach

- Star CRM carried out extensive data analysis on target segments, ARPU buckets, product mapping, potential uplift and dilution forecasts.

- Based on the analysis, both parties worked closely together to define relevant product offerings for customers.

- Using telemarketing as the primary channel, our telemarketers reached out to Maxis customers, pitched the right offers, sent out the application form, received completed forms from customers and sent to Maxis for processing using a fully automated platform.

Results

- The campaigns were hugely successful because of our efficient combination of analytics, telemarketing, automation of agent screens and automation of back office forms processing.

- We exceeded our sales targets and generated significant revenue for Maxis!

- Campaign results were tracked by Maxis daily using our online dashboard and our automated forms portal.

CRM Software and Services Used By CIMB

Outbound Telemarketing

STARDriver® Dashboard

Data & Analytics

E-mail Marketing

SMS Marketing

Campaign Management

The Challenge

- CIMB wanted to carry out a data enrichment exercise for their wealth customers.

- The task at hand involved calling 75,000 CIMB Principal customers and updating their profile details within a period of 4 months.

- To update over 25 fields of information as per Bank Negara requirements.

- To ensure efficient and accurate data capture in a secure manner as per bank's stringent security guidelines.

Our Approach

- Star CRM executed a 4 month outbound telemarketing campaign utilizing up to 28 agents.

- Using telemarketing, email and SMS, our agents dialled out to customers using our powerful STARDriver Outbound solution which was configured specifically to capture customers' vital information.

- The whole operation was run in a tightly secured and controlled call centre environment encompassing data encryption, discless PCs and CCTV monitoring.

Results

- 100% of targets were achieved and over 65,000 companies were successfully profiled via outbound telemarketing.

- CIMB were able to track results on a daily basis using our efficient dashboard solution.

CRM Software and Services Used By Shell

Inbound Customer Service

STARDriver® Service Resolution Portal

STARDriver® Help Desk

STARDriver® Dashboard

The Challenge

- To provide Shell with 24/7 out-hours support for Shell Malaysia, Singapore, Philippines, Hong Kong, Macau and Australia.

- Service coverage was required for Shell card blocking, manual transaction authorization, and support on other enquiries.

- The challenges involved understanding of Shell systems, recruitment and training of multi-lingual agents, management of 15-hour shift timings and 24/7 public holiday coverage across all markets.

Our Approach

- Star CRM has been managing Shell's out hours support coverage for over 12 years now.

- We provide Shell with a skilled multi-lingual team, state-of-the-art, high availability infrastructure encompassing VPN connectivity to all markets, high speed internet access, automated help desk solution, online dashboard, service resolution portal and 24/7 IT support.

- Our team engages with Shell's in-hours team on a daily basis to ensure smooth transition of tickets and critical issues.

Results

- We have consistently delivered quality customer service to Shell customers and met our SLAs.

- 99% first call resolution !

- Less than 2% abandon rate!

- Less than 0.5% complaints received.

- Average handling time KPIs are always met.

CRM Software and Services Used By Shell

STARDriver® Sales Manager

STARDriver® Outbound

STARDriver® Dashboard

Data & Analytics

E-mail Marketing

Outbound Telemarketing

Campaign Management

The Challenge

- The task at hand involved supporting Shell with acquisition of Shell Fleet Card customers across 3 ASEAN markets.

- The challenges for acquisition involved identifying target databases for acquisition and meeting targets whilst managing stringent approval guidelines from Shell.

- Different strategies needed to be put in place for managed and unmanaged segments.

Our Approach

- Star CRM identified various target databases for acquisition and set up lead generation and telesales campaigns for the managed and unmanaged segments .

- Our telemarketers reached out to prospects, pitched the offer, sent out the application form, received completed forms and supporting documents and sent to Shell Credit team for processing using a fully automated platform.

- Using telemarketing, we also generated leads for the managed segment and put an automated lead generation portal in place for Shell sales teams to down and track their sales pipeline.

Results

- 100% of targets achieved over 4 consecutive years!

- The initiatives were hugely successful because of our efficient combination of CRM software and services, encompassing data & analytics, use of outbound telemarketing, automation of sales management solution, agent screens and back office forms processing.

- We successfully addressed the Client's business objectives, exceeded our sales targets and generated significant revenue for Shell!

CRM Software and Services Used By Shell

STARDriver® Fulfilment Portal

STARDriver® Outbound

STARDriver® Dashboard

Data & Analytics

E-mail Marketing

Outbound Telemarketing

Campaign Management

The Challenge

- The task at hand involved supporting Shell with churn mitigation amongst their existing Shell Fleet Card customers.

- The challenges for the anti-attrition campaign involved identifying Shell Fleet Card customers declining in volume across Malaysia, Singapore, Hong Kong and driving volume recovery action plans.

- The initiative needed to be rolled out across 3 ASEAN markets.

Our Approach

- Star CRM undertook extensive data analysis to identify hard and soft churn customers in each market. We further grouped churners into high, medium and low risk categories.

- We identified 7 different churn personalities and worked closely with Shell to come up with relevant offers for each churn personality.

- Using outbound telemarketing as the primary channel supported by e-mail and sms marketing, we contacted churners, identified cause of churn, made targeted offers to customers and tracked volume recovery.

Results

- 100% of targets achieved over 4 years! This campaign caught Shell global interest !

- The initiatives were hugely successful because of our efficient combination of CRM software and services, encompassing data & analytics, use of outbound telemarketing, automation of agent screens and automation of back office forms processing.

- We successfully addressed the Client's business objectives, exceeded our sales targets and generated significant revenue for Shell!

CRM Software and Services Used By Honeywell

STARDriver® Mobile Apps **STARDriver® Dashboard** **Data & Analytics** **E-mail Marketing** **Outbound Telemarketing** **Campaign Management**

The Challenge

- Honeywell wanted to grow their SI (system integrator) customer database across 6 target markets in ASEAN.

- The task at hand involved launching a regional enrolment campaign via telemarketing.

- The aim was to enrol customers and get them to download the Honeywell Elite Club mobile app in order to drive sales of their fire and security products.

- The telemarketing challenge also involved educating customers on the mobile app solution.

Our Approach

- Star CRM identified target databases for acquisition and embarked on a regional enrolment campaign targeting 10,000 system integrators across 6 ASEAN markets.

- With a team of international multi-lingual agents, system integrators across ASEAN were contacted and spoken to in their native languages to increase enrolments.

- Outbound telemarketing was complimented with e-mail marketing and push notifications to accelerate results. .

Results

- The program has been a huge success ! We have delivered tangible results in terms of customer acquisition and increase in sales.

- In addition to enrolment, we gathered valuable data on usage of competitor brands, customer's frequency of purchases and preferences.

- Telemarketing drive is currently ongoing and will continue over the next 12 months.

CRM Software and Services Used By Telekom Malaysia

STARDriver® Sales Manager	STARDriver® Outbound	STARDriver® Dashboard	Data & Analytics	E-mail Marketing	Outbound Telemarketing	Campaign Management

The Challenge

- Our Client , a fixed line operator were losing their SME customers to mobile operators. Having the largest SME database in the country, the challenge was to get their SME segment to retain their fixed lines.

- The task at hand involved managing the customer lifecycle of their SME customers across acquisition, retention, cross-sell, up-sell and churn recovery.

- A number of initiatives were put in place to address the above challenges.

Our Approach

Star CRM implemented a holistic, structured customer journey for TM's SME customers that incorporated the following :

- We want to know you program for new customers.
- Set-up of a loyalty program called SME Save and Grow for existing customers incorporating trigger-based cross-sell, up-sell offers, rewards for usage and relevant partner offers.
- Set-up of a proactive sales platform called ATM that predicted customer churn and gave specific actions to on-ground sales teams for remedial actions.
- Set-up of a reactive save desk to mitigate churn by way of relevant counter offers at the time of disconnection of service.

Results

- The initiatives were hugely successful because of our efficient combination of CRM software and services, encompassing data & analytics, sales management solutions for sales teams and senior management, use of outbound telemarketing, and automation of the entire SME customer journey.

- We successfully addressed the Client's business objectives, exceeded our sales targets and generated significant revenue for TM!

CRM Software and Services Used By JTI

Outbound Telemarketing	STARDriver® Outbound	STARDriver® Dashboard	Data & Analytics	SMS Automation	Campaign Management

The Challenge

- Profile and build a trade database from ground zero. All we had was a list of outlet names and a phone number.

- The task at hand involved calling retailers, profiling their outlet details, building awareness and educating them on the brand name change and correct pronunciation of JTI's flagship brand, Mevius.

- Do all this in 3 months !!!

Our Approach

- Star Solutions developed a 3-phase program for retailers nationwide
  - Phase 1 – Data collection
  - Phase 2 – Education
  - Phase 3 – Reinforce and test

- Data collection was carried out via telemarketing .

- Education was also carried out via telemarketing and education quizzes were recorded over phone as proof of results.

- Reinforcement was carried out via SMS whilst final test was carried out via mystery shopping.

Results

- A trade database of 40,000 retailers was successfully built via telemarketing. 110% of target achieved.

- 60% success rate in mystery shopping exercise.

- 40% participation rate in SMS contests.

Thank You !

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Let's Talk.