



## Leading Provider of Shipping & Logistics Solutions

## CASE STUDY

“Our robust and flexible team selling solution really enabled our client to penetrate key accounts quickly and with more repetition. Not only were our experienced sales associates able to deliver a higher level of service and quality but they were able to successfully convert a large percent of calls to sales, generating incremental revenue and exceeding the client’s expectations.”

- Vice President  
West Business Services

### OBJECTIVE: Increase Market Share and Drive Brand Awareness

A major shipping and logistics solutions company was searching for a way to quickly increase market share, drive brand awareness and improve speed-to-market. The company needed a business-to-business sales and customer care program to help achieve these goals. They wanted a flexible, performance-based solution that could quickly adapt to changes in the marketplace in order to increase the penetration of targeted accounts. In addition, the company recognized that their core competency was providing shipping and delivery services, not sales and customer care.

After evaluating several potential partners, they chose West Business Services to develop a comprehensive solution that would help the company gain a stronger position in the industry. This decision was based on West Business Services’ experience, speed-to-market capabilities and tenured management team.

### THE WEST BUSINESS SERVICES SOLUTION:

#### Customized, Integrated Team Selling

West Business Services began the process by working with the company to develop an integrated team selling solution. West Business Services’ dedicated sales associates were responsible for making sales calls with the following objectives: win back more customers, renew and extend existing contracts and generate leads for the field sales team.

The company implemented new sales campaigns every six to eight weeks as market demand for their service evolved. For each new sales campaign, West Business Services created a team of dedicated sales associates and developed customized sales approaches and business processes to make the program more successful. Once it was deployed, West Business Services worked with the company to provide customer feedback to help increase the effectiveness of each campaign.

West Business Services’ robust technology was used to place and receive calls which provided the scalability and flexibility needed for the program to be successful. Through secured access, West Business Services’ dedicated associates were also able to integrate into the client’s systems which allowed them to become a direct extension of the company.



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### THE RESULTS : 25% of Calls Resulted in a Sales Commitment

On average, the dedicated associates made nearly 45,000 successful sales calls per month and over 25% of those sales calls resulted in a sales commitment, closed opportunity or a lead to the company's field sales representatives. By leveraging West Business Services as a partner, the company was able to develop sales, marketing and service programs quicker, with better results and at a lower cost.

Through West Business Services' integrated team selling solution, the company also realized over \$630,000 of savings annually in sales and operational costs. New projects and sales campaigns were implemented within five to ten days of being notified which helped the company penetrate key accounts faster and more frequently.

In addition to sales and care, West Business Services now handles the company's inbound customer service calls for package tracking and pickup. The dedicated associates for this program have consistently achieved service levels and quality scores averaging between 80-90%, exceeding the client's set goals.

### WEST BUSINESS SERVICES :

#### A Premier Provider of Business-to-Business Contact Solutions

West Business Services is the nation's premier provider of outsourced business-to-business solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

**888-873-6000**

or visit us at [westbusinessservices.com](http://westbusinessservices.com)