bpm'online

SCi sales

SCi Sales Group, UK's Top 5 B2B Sales Accelerator, Increases its Business Impact and Achieves ROI of About 1281%

SCi Sales Group (SCi) is a top 5 UK based B2B telemarketing agency.

SCi provides inbound and outbound sales assistance and sales augmentation services. With its Pan-European presence, they provide new market entry or nurture existing overseas customers for their clients. SCi offers a range of B2B marketing and sales acceleration services, including: 360 Degree Sales, Channel Recruitment & Development, Lead Nurture & Recycling, among others.

2013 B2B Telemarketing League Table		
Rank	Agency	Location
1	MarketMakers	Portsmouth
2	Marketing Options Int	Worthing
3	McDonald Butler Associates	London
4	The Telemarketing Co.	Brighton
5	SCi Sales Group	London
6	Engage Tech	London
7	Entourage BD	London
8	Lingo Telemarketing	Witney

B2B Marketing magazine, 2013

Background

As a B2B telemarketing agency SCi works on behalf B2B clients. For their sales machine to be effective they needed to improve the productivity of our staff. Therefore, Data & CRM Department had to satisfy the needs of both, the Inside Sales Executives (ISE), as well as the needs of company's clients.
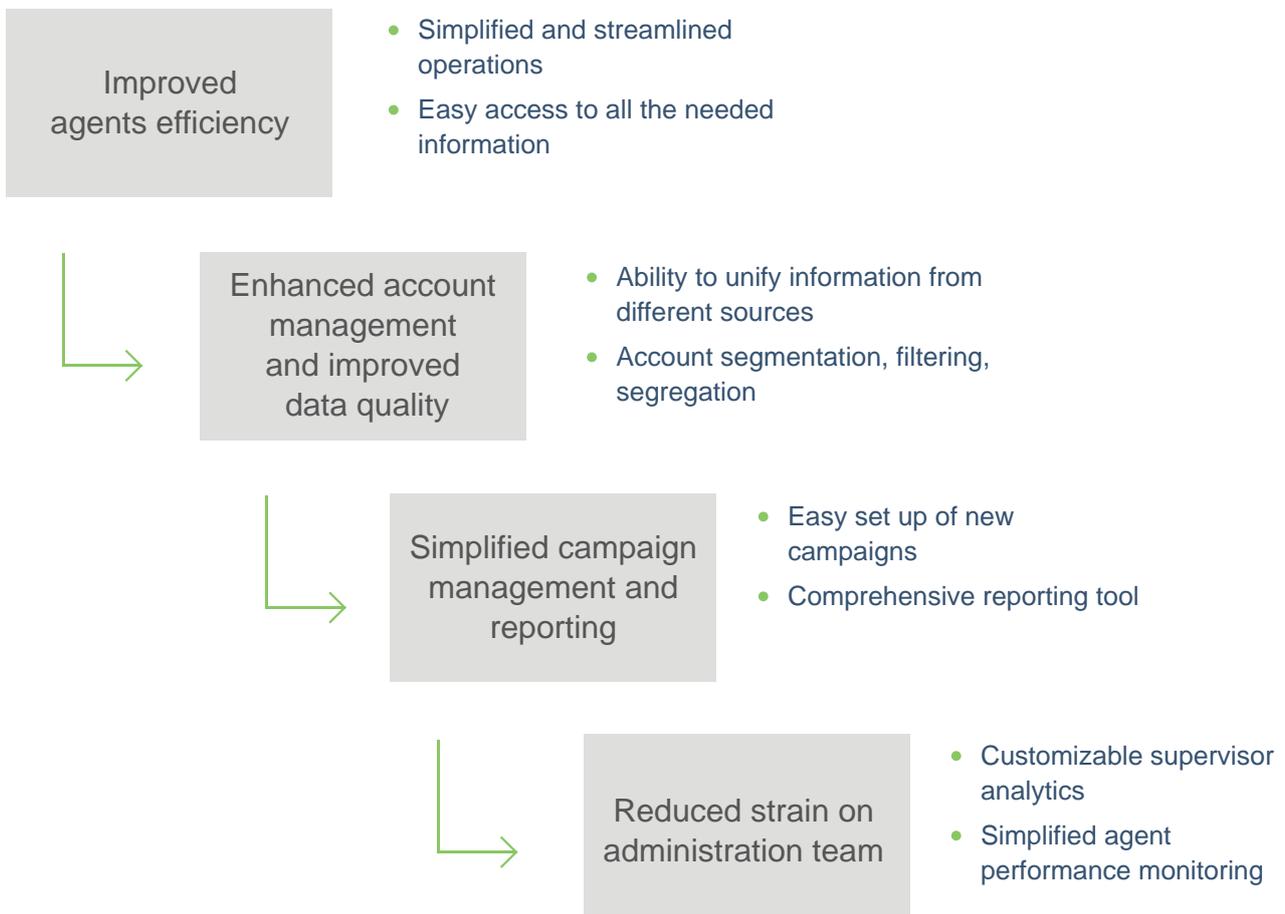
The pace of technological change is always increasing. SCi has a clear vision to remain competitive in this environment. They need to embrace rapid technology change to keep its leadership ranking. SCi has extensive experience in using many different technologies for sales and marketing efforts, and in 2013 they re-evaluated the use of customer relationship system to improve its ROI and business impact.

The ultimate goal for this project was to improve data visibility, accessibility, management and process automation. Focusing on these measures would reduce agents' time on performing routine, manual tasks and spend more time with the customer, having detailed information on hand.

After extensive research and analysis, SCi selected bpm'online for its CRM transformation program - aiming to achieve the following objectives:

- Reduce staff churn and improve training;
- Improve agents' efficiency by providing them with quick and easy access to needed data in a single and user-friendly interface;
- Enhance account management and improve quality of data (B2B Rich Data);
- Simplify campaign management and automate telemarketing, increasing overall call times;
- Reduce strain on administrative resources and deliver advanced analytics and reporting tools.

Critical Succes Factors for SCi

Improved agents efficiency
- Simplified and streamlined operations
- Easy access to all the needed information

Enhanced account management and improved data quality
- Ability to unify information from different sources
- Account segmentation, filtering, segregation

Simplified campaign management and reporting
- Easy set up of new campaigns
- Comprehensive reporting tool

Reduced strain on administration team
- Customizable supervisor analytics
- Simplified agent performance monitoring

Implementation

The first phase of the project consisted of data migration, system customization to meet specific business requirements and training for SCi's focus group to test the system for several campaigns.

The second phase consisted of rolling out the system to 50 UK-based sales agents. Both, agents and managers started working with combined solution for Contact Centers and Customer Management, built on business process management (BPM) platform.

"Bpm'online has very dedicated team and flexible product. We can already see the impact the system is having on our business and it has really simplified and automated our processes. With bpm'online we can achieve better ROI and offer exceptional service for our clients."

Graham Smith
Marketing Director at SCi Sales Group.

Focusing on a single interface

Agents were introduced to a robust and intuitive interface, which automated their routine, manual workload. Decreased the number of unnecessary screens, and reduced the complexity of fields and buttons. Bpm'online's smart contextual interface displays only relevant functions and information. Adding CRM features to the solution gave agents a 360 degree view of their campaign targets and ongoing results. The system also stores a complete customer history of all communications.

Reducing business processes

Prior to the initiative SCi was using 15 different business processes along with too many business rules. Bpm'online reduced that to 3, simplifying agents' workload and increasing operational efficiency.
The system's contextual process feature navigates agents through process steps and appropriate screens and fields to minimize errors and duplications.

Reach and clean data

A unified database with consolidated account information from multiple sources was available after data was migrated to bpm'online. Integration between virtually any application to acquire and update customer data has been set up. Data quality monitoring tools were also implemented to keep data clean and current. and segment data for increased marketing precision and success.

Campaign management execution

SCi now produces outbound campaigns and customer interactions in real time. Bpm'online's telemarketing features maps sales prospects demographics to market dynamics to deliver an enhanced multichannel and targeted campaign management solution. SCi is confident knowing the system can extended anytime with new business logic for new campaign requirements. It assigns different teams and agents for each campaign, or reallocates agents depending on project status.

## Improved account management and reporting

Bpm'online's Supervisor Workspace provides SCi's management team with operational information to monitor ongoing campaigns (such, as outbound marketing, requests and company processes) and assigns tasks to designated agents.

Customized analytics tools provide managers with graphical reports to assess team performance, agent statistics, and monitors company processes to improve SCi's key performance indicators. All analytics and reporting can be easily exported from the system and emailed within a matter of seconds.

Outcomes

Increasing Productivity

With a better CRM, SCi could increase time spent calling (by reducing data entry time) and therefore complete campaigns quicker. The number of campaigns per ISE per annum therefore increases which increases profitability. SCi wanted to see an increase in call times of 12.5% (and an equivalent reduction in data entry time). Comparing the period July-December 2012 with 2013, they saw an actual increase in call times of 25.3% (83 minutes per agent day in 2012, and 104 minutes per agent day in 2013). During this period, both the management team and ISEs were stable, so the company attributes most of this improvement to a more efficient CRM.

12,5%
Anticipated

25,3%
Achieved
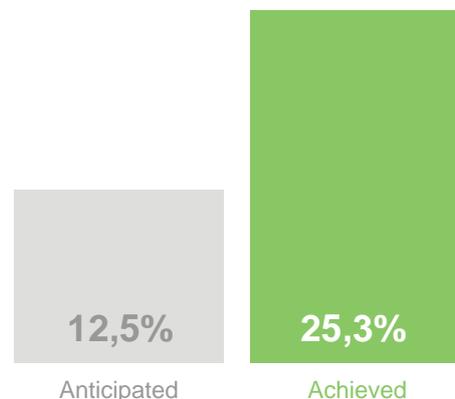
Increase in call times. Comparing the period July-December 2012 with 2013

Reducing Staff Churn

It was clear in talking to staff that previous CRM was a source of frustration. Not only was it time consuming it also prevented agents from optimizing their time on the phone and therefore earning money. SCi needed to help improve their productivity. Comparing the same period, SCi wanted to see fees per agent increase by 5%, but achieved 11.2%! This is because agents are now able to complete campaigns quicker and therefore earn more money within the timeframe.

5,0%
Anticipated

11,2%
Achieved
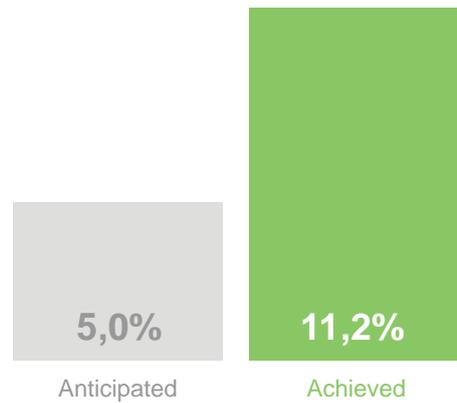
Fees per agent increase. Comparing the period July-December 2012 with 2013

Reducing Data Entry Time

SCi anticipated a reduction in data entry time of 5%, but achieved 9.68%. As stated in their staff testimonials, the one-screen data input has really helped to improve efficiency. Reducing time spent on data entry also released more time for on-going training of existing staff. A more user-friendly interface would also make it quicker to train new staff and get them into the market faster.

5,0%
Anticipated

9,68%
Achieved
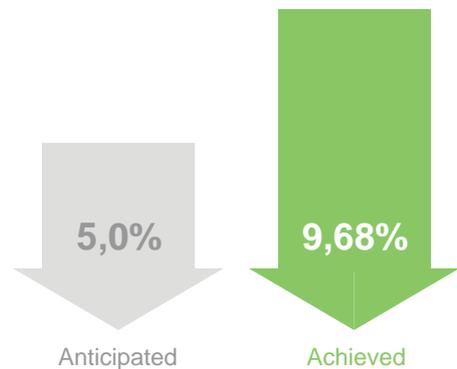
Reduce data entry time. Comparing the period July-December 2012 with 2013

More Sophisticated Reporting

SCi management team requires real-time reports that they can configure for specific campaigns. Company's clients have their own individual needs on campaign reporting. With bpm'online SCi got sophisticated reporting that can be easily configured.

Finally, having calculated the improvement in call times, reduced data entry time and lower staff churn, project implementation has delivered significant ROI of around 1281%. SCi continues to invest in the CRM and anticipate further improvements in ROI as they implement marketing automation.

Feedback

Feedback from both, ISEs and SCi's clients has been very positive.

ISE testimonials:

"Bpm'online is by far the most user-friendly CRM I have used in many years. What makes it stand out from other systems, is the ability to update most prospect detail using just one screen input, rather than various screens which I know other CRM systems force you to use. The ability to add named contacts is extremely easy. Finally, it helps stream-line my day-to-day activities, and ensures my data input is stress free. The result is that I'm able to build a very healthy pipeline far quicker. "

Russell Leader, Senior Inside Sales Executive

Client testimonial:

"Metia partnered with SCi on a data research project. Across three campaigns we found their data to be above 95% accurate, a figure we had not experience before using other sources."

Benedikt Humm, Head of Relationship Marketing, Metia

Awards

1281% ROI

In May 2014 SCi Sales Group became a winner of The Tech ROI Award, held by Nucleus Research, an independent IT research and advisory firm. The implementation of bpm'online CRM, resulted in a 1281% ROI and full project payback within only 1 month.

"The Tech ROI Awards represent the best of the best and the class of 2014 is our strongest yet. SCi Sales Group is an example of how IT investments closely aligned to business goals can deliver significant ROI and take full advantage of the bpmonline crm solution."

Ian Campbell, CEO of Nucleus Research.