CH Consulting Group Case Study:
Business Development Support

The Back Story

Company is a top-tier leader in banking core systems and technology. The sophisticated software can be implemented in-house for banks that want to retain responsibility for call center operations but need an intuitive, user-friendly technology platform that provides extensive case management capabilities and full integration with their core processing system. The company also offers outsourced alternatives for banks that want to outsource their entire call center operations, the resolution of customer issues, or after-hours support.

The company developed call center technology "by accident" through client custom development. Thus they found themselves entering a new industry/market completely blind. They achieved enough success to know their product and service is marketable, but lacked the experience and knowledge needed to meet their goal to gain efficiency and to increase revenue in 2015 by over $3.5 million dollars on their current call center technology and services. The company sought an outside industry expert to help them evaluate their current ROI assumptions, costs, revenue models and tools for the organization's sales teams.

The Pain
- ➤ *Gap in Call Center Industry Knowledge*
- ➤ *Lacking Sales Training/ROI Guidance*
- ➤ *Stagnant/Low Sales on New Product Line*

CHCG's Role

CHCG partnered with the company providing the call center industry knowledge and expertise needed to develop a methodology and tool to support their sales representatives in presenting an ROI cost justification for the sale of both their services and software program. Based on the company's specific request, the ROI Calculator was created to utilize call center industry relevant metrics for client education on call center best practices (related to both operations and technology), and cost analysis for in-house versus outsourced customer service.

CHCG was also asked to engage directly with prospects in tandem with the company's sales team as a call center industry expert to assist with the data gathering and discovery process, as well as participate in follow up presentation to the target prospect's senior management team.

The Outcome

- **Performed Thorough Operational Assessment.**

  Conducted a thorough remote and on-site assessment of the company's call center services and software to gather the necessary information, facts and numbers needed for final assessments and ROI calculator development. Ensured company's processes and services are aligned with the industry best practices they are selling to their clients as well as uncovered cost calculations for the ROI calculator.

- **Directed Targeted Market Research Campaign.**

  Led team through development and execution of a comprehensive targeted market research project, including pre-meeting discovery requests, onsite agenda and follow-up report format, to gather data from prospective banks. Provided valuable ROI tool data by identifying key costs associated with the bank's operations and technology while also creating opportunities for sales follow up. The analysis also helped educate the prospect bank on what metrics they need to adhere to, and staff for, to be providing best practice service to their customers.

- **Identified Industry Relevant Metrics.**

  Document, define and detail out relevant metrics related to service performance in the banking/finical services industry contact centers today by utilizing existing expert experience and verifiable external resources to confirm industry standards. Provided company with verifiable industry sources and an outline of all applicable industry metrics by definition, calculation, and goals.

- **Created ROI Sales Tool.**

  Developed a methodology, and ROI sales tool, that incorporates market research, expert knowledge and industry best practices, to support the company's sales representatives when presenting an ROI cost justification regarding their call center services and software sales.

Final Summary

Company now has a client-calibrated ROI tool for their sales team and partners to use. Leadership has a significantly broader and deeper understanding of the call center space and industry. Customer Experience Matters.