

Premium Customer Service & Sales in the Contact Centre



CHALLENGE

Mercedes-Benz Insurance were looking to improve sales and renewals of their premium insurance products, whilst ensuring their customers received first-class service, in line with the Mercedes-Benz brand.

The business were looking for a specialist consultancy to evaluate where and how performance could be improved.

SOLUTION

Bigrock began by conducting a full discovery process, including interviews, observations and call listening, to evaluate the contact centre's processes and performance, identify where strengths lay and where teams could improve.

We then recommended a development programme bespoke to Mercedes-Benz Insurance's particular needs. We designed and delivered;

- A Launch Event
- 4 x ½ day Management Excellence modules for Team Leaders and Supervisors
- 6 x ½ day Best Customer Experience modules for Advisers
- Live practice and coaching sessions, where we helped Team leaders, Supervisors and Advisers apply their learning in role.

We also worked alongside the team providing an additional support package which included further in-role support, coaching, Grow 3 1-2-1s, observations and feedback, support for the Training Supervisor and Quality Supervisor and documentation review and revision.

RESULTS

3 months after project initiation the contact centre recorded outstanding results, with 1 Adviser breaking records with the highest monthly sales ever achieved in 1 month. Overall the business achieved;

69%

Reduction in Abandoned Calls

31%

Increase in Sales

16%

Increase in Retention

Delighted with the results, Mercedes-Benz Insurance contracted with Bigrock for additional Learning and Development support throughout 2016 (as a Bigrock Development Partner).

FEEDBACK

"We've just achieved our sales target with a day to go (there are party poppers all over the place!) and retention is at its highest all year - so we've now had our best overall performance in many, many months!" - Call Centre Manager, Mercedes-Benz Insurance

"Excellent, engaging and charismatic trainers." - Team Leader, Mercedes-Benz Insurance