



# Almost £1m in new business sales .....every week!

## Embracing new channels and proactively managing them

With many retailers seeing a steady decline in footfall on the high street, more and more are embracing alternative channels as part of a cohesive, fully integrated multi-channel strategy. Today's digital consumer doesn't just expect greater flexibility and choice – they demand it!

Our client, a major high street retailer, recognised the growing demand within their own customer base for greater convenience and the need to open up alternative channels for enquiry and order management. The challenge, however, was to be able to do this but without compromising on their ability to interact directly - something which they believe is absolutely critical to the sales process.

Because of our experience of delivering truly multi-channel CRM solutions, we were approached to help solve this challenge and to support them in navigating what was, for them, uncharted waters.

### “Click to Call”

On this occasion, the first step towards a truly multi-channel strategy was a relatively simple one. The introduction of a basic “Click to Call” capability from the website was designed to encourage customers to request a call back from one of the sales team or “Personal Shoppers”.

The principle was to offer the convenience of an enquiry or order line without having to go into a store but at the same time, keeping the experience as personal as possible. Ultimately our client was keen to reflect the in-store experience as closely as possible in the belief that this would deliver a significantly higher number of conversions from enquiry to sale.

Our client had trialled an initial system but this was highly manual, paper based, unreliable and inefficient. Calls were being poorly managed with initial call backs delayed and no business process or workflow support. The result was somewhat inevitable with numerous calls being missed or poorly handled and the conversion rate from enquiry to sale was extremely poor.

We worked closely with the client to identify and define the best of breed processes that are specific to their business and would support the key enquiry and sales management activities. These processes were encapsulated within a bespoke CRM application together with some sophisticated workflow and process management tools. The new application enabled the Personal Shoppers to engage with their customers in a timely, efficient and consistent way.

### Return on Investment in Weeks

The results have been outstanding. The initial business case was designed around a direct sales team consisting of 2 or 3 staff, handling around 100 calls per week and converting roughly 10% of these into sales.

In fact the team grew within a 6 month period to a total of 40 staff (approximately 30 concurrent at any one time) handling between 600 and 700 calls per day and anywhere between £750k and £1m of orders each week.

Due to the success of this initiative, the scope and scale of the solution has grown significantly since its inception. The “simple” call management tool has developed into a highly sophisticated, mission critical application.

The solution we developed not only facilitates the end-to-end enquiry and sales process but also contains some extremely useful data management and reporting capabilities. Our client uses this information to not only manage the internal sales teams but to support the marketing function within the business as it seeks to introduce increasingly sophisticated and highly targeted marketing campaigns aimed at driving greater customer retention and acquisition.

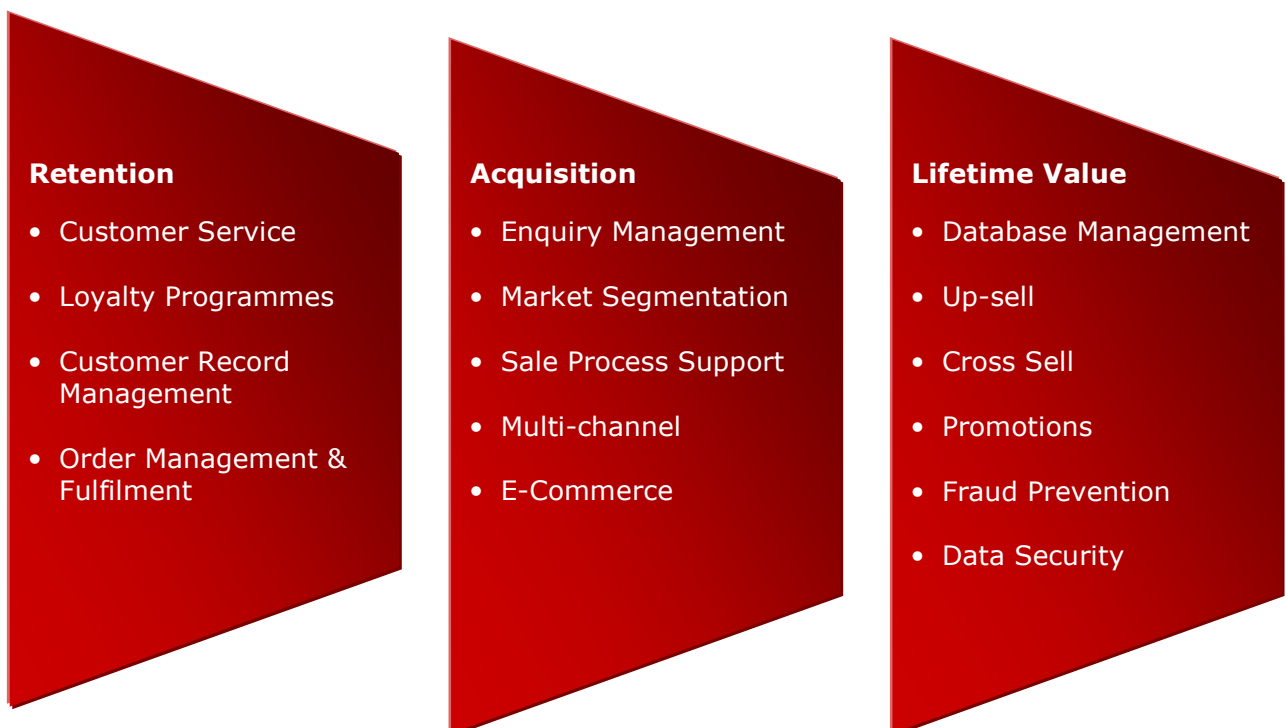
On the back of the success of the initial implementation, the system has now been extended to include a direct sales enquiry line which has also led to massively increased revenues.

## About Redspire

We are Redspire, a specialist in Customer Interaction Processes and Solutions for the retail and distribution markets. We founded our company to provide retailers and distributors with processes for interacting with their customers through the non traditional channels of telephone and web, both of which have had a significant impact on the retail and distribution markets in the past decade.

To help address the challenges of these two new routes to market, we have developed a range of processes that are proven to help retailers and distributors to maximise their customer, acquisition retention and spend. We also deliver processes that reduce the risk of fraud, theft and loss.

## Our Processes



Payback – In just one case a process we developed added £1million pounds per week of sales to a well known national furniture retailer by implementing our Enquiry Management process. This is just one example of the kind of work we do that enables retailers and distributors to maximise non traditional sales channels

## Contact Us

For more information about this or some of the other services that we offer – why not get in touch?

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