



High Performance Sales Team Delivered by Evolving Outsourcing

Leading Telecommunications Provider turns to Evolving Outsourcing for Key Customer Acquisition Project

A key challenge for business-to-consumer organizations is finding cost-effective and successful methods of generating new clients in increasingly competitive marketplaces.

Evolving Outsourcing was tasked by Netia, one of Poland's leading telecommunications companies, with designing a Customer Acquisition strategy which would originate and convert new clients to Netia's product suite telephone, internet and 'bundled' (i.e. telephone & internet) products.

The Business Challenge:

Despite having an in-house sales function, Netia determined there was further scope for additional efficiency by outsourcing this particular customer acquisition project to a third-party specialist service provider.

In a very practical sense, Netia was faced with two options when deciding how best to proceed with this project: Recruit, train and manage additional people, which would have required a significant investment in terms of both time, capital and administrative overhead or, alternatively, seek to

partner with a Business Process Outsourcing (BPO) partner allowing Netia to commence the project faster, at a significantly lower costs and, critically, enabling Netia to scale up or down with much greater agility.

Following discussions with Evolving Outsourcing, Netia decided that outsourcing this non-core function to Evolving was the best strategic option.

How Evolving Helped:

The telecommunications market in Poland is highly competitive as providers compete for customers among the newly-emerged middle class. The initial value added by Evolving Outsourcing was in offering Netia an alternative solution to the costly recruitment, training & management of additional resources for the project.

Having been retained by Netia, Evolving set to work recruiting & assembling a Project Team and training & scripting the Sales Agents to ensure a seamless start once the project went 'live'. In addition, we designed a custom-tailored remuneration package to ensure all members of the Project Team were suitably motivated to maximize sales.

In short, Evolving delivered a high-performance Sales channel on behalf of the client in a seamless, professional and value-added manner.

Results:

This project is a classic example of how an organization requiring additional sales-force capacity engaged Evolving Outsourcing in a highly successful way. Since commencement of the project in September 2008, we now have over fifty sales people generating up to one thousand new clients each month for Netia. Evolving Outsourcing had the expertise, resources & capacity to design and execute this project at a pace quite simply unachievable by a non-specialist service provider. This is the essence of Business Process Outsourcing.

“We have been thoroughly satisfied with our experience with Evolving Outsourcing. The results of our Customer Acquisition project speak for themselves and we envisage a long & mutually beneficial relationship with the Evolving team” Senior member of Executive Team, Netia.pl

At Evolving Outsourcing we help clients reduce costs, drive revenue, enhance customer service and eliminate non-core activities. If you would like to discuss how Evolving can work with your business we would be delighted to speak with you.

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