

Case Study: Outbound Call Center Service for a Digital Entertainment Services Provider

The Basics

Client: DirecTV, LLC

Location: California, USA

Industry: Entertainment

Service(s) Provided: Outbound Call Center Service

About the Client

DirecTV is an American direct broadcast satellite service provider based in El Segundo, California offering direct-to-home digital television and multi-channel video programming distribution services in the United States and Latin America.

DirecTV serves nearly 15 million subscribers in the United States and 1.5 million subscribers in Latin America. It has been acquired by AT&T, an American multinational conglomerate holding company that provides telecommunications, media and technology services globally.

The Situation

The client needs a little boost in their sales. The client recognized the importance of a BPO partner to set up an outbound soft calling process to help turn their leads into customers. This requires agents who are capable of communicating the features, advantages and benefits of the services offered by DirecTV to their prospective customers in the US.

The Solution

We set up a pre-sales outbound soft calling process with a dedicated team to promote the services of DirecTV. These agents were provided with a database of prospective customers of the client in the US and were given soft calling scripts.

Agents would call the leads provided by the client from the 51 US states and offer them the DirecTV services, highlighting how many channels are available and the savings they would be able to take advantage of if they avail the service.

The calling process was unique and not routine, since every call that was made required a different set of technical queries to be answered by the call center agents.



Our past experience of providing such services to international companies, combined with our domain expertise, helped us execute this project successfully, leading to complete customer satisfaction.

The Results

As a result of our outbound call center service, the client experienced a surge in their service inquiries and an increase in the sales figures of the services they offer. The client provided positive feedback about the services rendered and expressed complete satisfaction.

ABOUT TENSEI PHILIPPINES

TENSEI PHILIPPINES INC. (BPO Division) as part of the Tensei Group of Companies, is an entity providing a valuable variety of business process outsourcing solutions that include Back Office, Contact Center, Information Technology, etc. We continually strive to be an innovative market leader in providing customized Offshore Outsourcing Management Solutions.

We want to help in making the world a better place, one problem solved at a time – all powered by solutions tailored to streamline operations, drive innovation, delight customers, and build brand recognition. At the end of the day, we only have one job – and that's to help businesses deliver better to their customers.

