



Telecom Acquisition Case Study – 21.2% Improvement in Sales

Description – Client needed to improve acquisition rate of its strategic products in order to meet quarterly sales objectives.

VIPGift Solution – Use the **VIPGift Closer Tool** to leverage every inbound sales call and don't lose the sale! The VIPGift Closer Tool enabled the use of an **unadvertised on-demand promotion** to the customer **while on the call**. Trial period in select areas ran for 2 months in several inbound call centers and was subsequently deployed nationwide in all call centers and alternate channels.

Client's Challenges

- **No Targeting** – There was no way to limit promotions to only customers who needed the incentive in order to buy
- **Uncontrolled Use of Promotion** – No way to limit/designate which reps/channels who could use the promotion
- **Lack of Speed to Market** – No way to develop and deliver promotions to field on demand; response to competitive offers was too little too late
- **Lost Opportunity** – Missed opportunities of closing sales while the customer was on the phone!
- **Expensive** – Cost of acquisition in mass market offers prohibitive with limited budget

VIPGift Solution

- **Targeted Award Promotion** – The VIPGift Closer Tool enabled reps to give promotions only to those customers who needed the promotion to buy
- **Controlled** – Preset promotion allocations ensured the reps used the promotion judiciously; promotional expense ran 20% below budget
- **Proactive Execution** – Pre-loaded tool enabled nearly instant Speed to Market promotion launch when needed; there was NO client technical investment or delays
- **Improved Sales Performance** – Sales reps leveraged the opportunity to close every the sale!
- **Cost Effective** – Targeted Award Promotions significantly lowered the cost of acquisition;

Results: **21.2% increase in sales over control group AND an over 50% reduction in acquisition cost**