Business Support Services > Contact Center > Inbound Sales

KGiSL has excelled in providing inbound contact center services to some of the leading companies in the world. Inbound sales services are based on superior product and industry knowledge garnered over the years of experience gained in the offshore call center services industry.

The state-of-art high-tech infrastructure, highly efficient talent pool and technology platforms helps provide efficient and effective call center support customized for clients. Services are customized around the client's specific needs and deliver highest quality service without sacrificing speed and efficiency.

KGiSL delivers measurable results in both B2B and B2C campaigns. Inbound Call Center Services primarily focuses on helping client's attain business objectives, maximizing profits and stay ahead of competition. Qualified call center professionals with extensive and relevant expertise in inbound sales call handling ensures customer satisfaction. KGiSL inbound call center infrastructure and company policies offer complete transparency in operations.

Lower costs, raise productivity and arm your platform with KGiSL Contact Center operational capacity

KGiSL provides contact center services from within your existing technology platform or our own in-house CRM system and workflow, integrating both teams to provide support and flexibility needed to keep costs down and to maximize capacity. Contact Center Agents fully trained in all relevant aspects of client's business ensure high quality of service. KGiSL functions as an extension of client's process and offers full suite of inbound and outbound pre-sales and sales process support.

Some of the benefits of outsourcing inbound contact center to the KGiSL include:
- All contact center agents work according to client's time zone
- World class infrastructure and leading technology platform
- 100% call recording
- Experience in different industries and projects
- Multiple channel support (email, web, phone, chat etc.) enabling customer choice
- Easily scalable operations with instant access to pool of expert agents
- Automated & robust Work Force Management System, Production & Quality management Systems
- Real time Dashboard and MIS with Analytics driven approach to sales and service

KGiSL works with clients to create customized solutions that increase customer satisfaction, sales and profit potential. Please contact us for more information about our Contact Center Services.

CASE STUDY: SALES CHANNEL - INBOUND

ABOUT THE CLIENT:
The CLIENT is a leading comparison shopping destination of Home Services, including cable, satellite television, Internet, telecommunications, home security etc. to residential customers in the US. *Client* allows consumers to quickly compare offers, allowing for the seamless purchase and service installation of nationally-recognized brands.

OFFSHORING MANDATE:
- Process inbound sales queries from potential customers and generate sale orders of available services in the customer location.
- Generate additional sales for associated products through upsell of services and products on incoming calls.

SERVICE FOCUS:
- Consistently improved customer acquisition conversions on incoming calls from 17% to 19%
- Provided upsell capabilities for multiple products on the same customer call to increase revenue per call
- Dramatically increased activation rates from ~50% to 70%

CALL VOLUME HANDLED: ~ 100,000 calls/month

FAST FACTS:
- SERVICE WINDOW: 10.00 AM– 09.00 PM EST

SUPPORT FOCUS:
- Sales/Order Entry - Home Phone, Internet, Cable Sales/Order Entry - Home Internet Hardware
- Sales/Order Entry - Home Appliances Tech support Outbound Follow-ups
- Customer Service - General Enquiry
- Billing Queue - General Enquiry

SLA PERFORMANCE:	SLA	ACTUAL
Closing % (Customers/Calls)	18%	18%
SPC (Service Per Customer)	1.75	1.80
AHT (Mins)	8.5	8.5
Install Rates	65%	70%
Schedule Adherence	90%	92%
Quality Score	80%	85%

TECHNOLOGY:
- Telecom: VOIP based telecom platform with Softphones
- CRM: Salesforce based CRM tool

KGiSL