CASE STUDY

Unified international telecommunication system

Industry: TV Sales

Activity: Sales

Seats: 47

Country: Portugal, Brazil

The Portugal-based company Gigashopping runs TV sales channels in Portugal and Brazil for subscribers to the Portuguese-language cable television channel TV Cabo. The company sells a wide range of products, varying from beauty products and cosmetics to fitness equipment. Incoming phone calls and orders are handled by a 47-member operator team. www.gigashopping.tv

Challenges

- Inefficient call-back system
- Outdated order-tracking system
- Unclear telecommunications costs

Solution

- Unified telecommunications system for both countries
- Updated order registering system, similar to those used in online shops
- Personalised predictive dialler

Results

- 83% sales increase based on call-backs
- Evenly distributed & balanced workload among operators
- Plannable and easily viewable telecommunication costs

Challenges

One of the most notable characteristics of teleshopping is that, after an advertisement is broadcast on TV, the number of orders placed over the phone usually immediately rises significantly. Due to this type of 'impulse shopping' buyer behaviour, there are often too many incoming calls for operators to physically be able to handle. In such cases, it is important to call back customers that don't manage to reach an agent. Using a manual call-back system, however, has been proven to be an inefficient method to deal with this type of challenge.

Gigashopping, specializing in these kinds of traditional TV shopping sales activities, faced several challenges. First of all, with a small number of operators, not all incoming calls could be handled immediately, and viewers unable to get through to an operator had to be called back manually. In addition, as a company operating in two countries, it was important to be able to oversee all operators and customers in both countries in the same way, and also crucial to be able to view all telecommunications costs from both locations together in one place. Finally, the success of Gigashopping's sales was being hindered by their outdated order-collecting IT system.

Solution

Gigashopping has overcome the challenges they were experiencing by use of the tailored solution VCC Live has provided them with.

Gigashopping uses VCC's telecommunications service in both Portugal and Brazil, allowing them to unify cost records and gain a clear view and understanding of the expenses. This also allows them to track the activities of their operators in one system.

Instead of using Excel spreadsheets, order registering and tracking has been transferred to a dynamically manageable web site, based on a similar platform to those used by online shops. This allows agents to place products ordered by viewers over the phone into a virtual shopping cart, making ordering processes much faster.

A predictable dialler, based on VCC Live's unique algorithm, has been introduced to handle missed calls and to optimize call-backs. This solution allows operators to significantly increase the number of both handled calls and successful sales.

About us

VCC Live provides cloud-based call and contact center solution, supported by worldwide telecommunication services. Our comprehensive business solution is ideal for customer support, sales and debt collection multi-country operations. Know more: vcc.live/about-us

gigashopping.tv

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Results

The introduction of VCC Live's software has provided Gigashopping with an efficient system to manage sales, telecommunications, and customer support within one single solution.

VCC Live's single telecommunications service covering both countries in which Gigashopping does business, has resulted in immediate cost savings for the company. These costs are transparent and plannable, and thus support potential future expansion.

VCC Live's comprehensive cloud-based solution handles purchases, customers, and outbound and inbound calls within one single platform. Agents can leverage a user-friendly interface, receive calls, and record orders quickly within an all-in-one software solution. Furthermore they can manage call-backs efficiently with the help of a personalized predictive dialler.

The new platform also allows them to view accurate information on order trends, track customer buying habits, and design better upsell and cross-sell campaigns. Using the customized predictive dialling system has increased the rate of successful sales based on call-backs by 83%.

Another improvement in Gigashopping's contact centre operations has been the improved workload balance distribution among agents. By addressing and solving this task, VCC Live's solution allowed them to concentrate and plan upsell and cross-sell activities and campaigns more effectively.

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Capterra	GetApp	Software Advice.	G2
★★★★☆	★★★★☆	★★★★☆	★★★★☆
4.5/5	4.65/5	4.6/5	4.7/5

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Check how performance-driven companies around the world are using VCC Live to take their customer experience to a whole new level.

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