

# Case Studies





***D+H (formerly Davis & Henderson)** is the leading provider of financial and business solutions to most of the Canadian banks including credit card value added products, banking products and services.*

## **Business Needs:**

- “Process check orders and service credit card enhanced products on behalf of all of the major Canadian banks including CIBC, BMO, RBC, Scotia Bank and NBC.
- “Up sell and cross-sell customers on additional products and solutions.
- “Team size of over 120 sales and services specialists answering calls in both English and French and handling over 150,000 calls monthly.
- “Team of 15 data entry specialists processing checks across virtually all of the major Canadian banks utilizing a proprietary bank system and platform

## **Business Solution Offered By Simpro:**

- “Simpro managed the entire life cycle by providing a complete solution thru its locations in the Philippines, Toronto and Montreal

## **Results:**

- “Reduced the AHT by over 20% after the initial 90 day learning curve resulting in a reduction in workforce forecast from 80 to 55 specialists
- “Improved the work flow by increasing the hourly data entry production resulting in additional savings and efficiencies
- “Improved the inbound up sell/cross-sell conversion rate from 4.3% to 5.8% resulting in additional revenue
- “Improved CSAT (both consumer and business customers) making the delivery location transparent to the end customer.

# Customer Retention



*Direct Energy is one of North America's leading integrated energy companies and part of the Centrica Group (British Gas).*

## **Business Needs:**

"Respond To Inbound Customer Renewals and Direct Marketing calls

"Call current customer base (B2B & B2C) to renew existing contracts within a defined time frame to ensure that they do not get converted back to the local utility provider.

"Cross-Sell existing customers on other products (Aeroplan) including Appliances and Service Plans (Home Essential Services)

"Respond to Chat & Email inquiries

## **Business Solution Offered By Simpro:**

"Developed a loyalty Outbound Marketing campaign to cross sell customers on additional services . This included developing the scripting and training material in addition to the integration of the technology with the providers customer base.

"Offered an Inbound technology advantage that was especially useful in the case of small renewal lists.

## **Results:**

"Greater than 20% improvement in conversion rates

"Reduced abandonment rates resulting in higher customer satisfaction and renewal rates

## **Some of the Optimization Initiatives:**

"Improved Customer Service thru dynamic CRM blending and screen-pop technology.

"By utilizing Simpro and Sigma's existing PCI compliant platform , Simpro was able to dynamically update the Aeroplan member base with the loyalty reward miles virtually eliminating any customer dissatisfaction .

# White Glove Service Offering & Brand Recognition



*BMW Canada & North America is the largest luxury car retailer .  
MINI is the new Global 'hip ' brand.*

## **Business Needs:**

"In BMW's quest to be the leading luxury brand retailer (vs Mercedes), develop and launch a North American initiative, that was piloted in the BMW Spain market, in conjunction with Simpro to increase the sales of cars thru the outbound and inbound channels

"Call non-BMW and non-MINI car owners that showed interest in either brand and schedule test drives on new BMW models thru various channels including showrooms, events and new car launches.

"Respond to inbound customer Direct Marketing & Mail campaigns thru BMW affiliates including The Fairmont Hotels

## **Business Benefits Offered By Sigma:**

"Developed the contact manager (CRM) and inbound and outbound call scripts including the coordination of scheduled test drives with the various dealers across Canada .

"Assisted BMW North America with the data mining of customers lists and behaviors to ensure maximum results are attained.

## **Results:**

"Exceeded the Inbound response target results by 20%

"Resulted in a 10% conversion (new car sales) on outbound calls

## **Key Learning & Findings:**

"Intensive training and coordination with the various touch points are critical in ensuring a seamless customer experience and in protecting the brand