Ringba

for Sales **Call Centers**

Massively scale your contact center while virtually eliminating abandoned calls

Introduction

Call centers usually do not have someone formally trained who is dedicated to technology, so they have to band-aid solutions together to try and run their business. This level of dissociation and lack of automation causes tons of waste in lack of optimization and lost time.

Once a call center does achieve a level of sustained smooth operation they are hesitant to change, however, with new technology and a modified business model, call centers can leverage pay per call to drastically improve their operations and massively scale their business.

Due to extremely high turnover, call centers typically operate in a 'feast or famine' environment. Unless they solve their efficiency problems and optimize, they will not scale, and are always at high risk of failure.

Background

Inbound sales call centers take calls to sell all sorts of products and services. Sometimes the operation sells their own products and services, sometimes they resell other companies products and services, and other times it is a hybrid model.

The goal of an inbound call center is to generate more calls than the organization can handle, thus making it easy to justify additional sales agents. Unfortunately, most call centers are not in this position and over-staff to accommodate the calls they do have. Call flow is unpredictable and in most cases it's significantly more expensive to abandon calls than it is to have sales people sitting around waiting for their turn.

On average we see inbound sales centers operating at 70% efficiency. This means that 30% of their people are sitting and waiting for a call, costing money, but doing nothing and delivering no value just in case there is a spike in calls.

Bringing on new agents is also not an easy process; you must recruit, interview, train, and then put them on the phone without any experience. New agents take weeks to learn how to close people on most campaigns and every call they take is a wasted opportunity for other already trained agents. If the call center plans to scale rapidly, they will spend a significant amount of money on recruiting, training, labor, and wasted opportunity.

Let's assume for a moment that a call costs the center $15 each, training is 5 days, and it takes an agent 50 calls and two weeks to become mediocre at selling their product.

If that agent makes $10 / hour, the center is looking at a $1,200 labor cost not including the trainer of office overhead, 20% in HR and taxes for $1,440, and 50 calls for $750 in hard call costs per agent.

Hard Call Cost	=	$750 per agent
Training Cost	=	$1,440 per agent
TOTAL	**=**	**$2,190 per agent**

If we take into consideration that the call center operates at 70% efficiency, every call the new agents take also cost the center in opportunity cost of having their trained agents not selling those customers.

If we assume that the RPC ("Revenue Per Call") of those calls are $40, the true cost of the training period is 50 calls x $40 or $2,000, plus 30% of the agent's labor cost who should have been taking the calls, but we'll ignore that for the sake of simplicity. This puts our total conservative cost at $3,440 per new agent hired.

True Call Cost	=	$2,000 per agent
Training Cost	=	$1,440 per agent
TOTAL	**=**	**$3,440 per agent**

Keep in mind this also assumes that every new agent becomes successful, and they don't. A well trained class of new agents will usually end up being 60% productive.

If you scale your call center with classes of 10 agents, it's going to cost at minimum $34,400 per class to expand the business.

Agents Per Class	=	10
Cost Per Agent	=	$3,440
TOTAL	**=**	**$34,440**

This is why there are not a lot of massive sales operations and most inbound sales floors are between 20 and 50 seats. They must also account for new desks, computers, headsets, routing equipment, software costs, seat fees, telecom minutes, the list goes on.

You should now understand why most call centers are hesitant to try new things. It's constantly a fight to stay afloat, to 'complicate' this with new ideas and processes can seem like an uphill battle to operators of all shapes and sizes.

Call centers that already buy their calls on a warm transfer or pay per call basis, typically will either rely on their partners to self report, or attempt to mash statistics together from multiple exported excel spreadsheets to determine what's happening with their business. Further adding to the lack of operational efficiency most call centers experience.

This way of thinking doesn't allow the center to react to situations in real-time, and their top leaders spend most of their free time doing administrative work instead of focusing on growth.

The Ringba Solution

Through the use of call flow automation, call centers can radically change the trajectory of their business, giving them more control over their return on investment and growth. To accomplish this, inbound sales centers will need to be more creative in how they do business and utilize Ringba's routing capabilities to de-risk the process.

The first thing the call center needs to do is start to control their efficiency and get it up into the 90th percentile instead of the industry average of 70%. To do this they need to be able to keep all of their people on the phone as much as possible, without risking the additional cost of spikes in call flow.

If the call center is already buying calls on a live transfer or pay per call basis, it will be much easier to implement this strategy. If they are not doing this, they will need to start creating a business development pipeline to buy calls so you have easier access to a steady flow of customers for your sales agents. This can be done through Facebook, Skype, LinkedIn, Forums or other online groups, or through tradeshows.

The call center operator will need to find other call centers that take the same kind of calls. This should not be a concern at all, there are tons of centers that take the same type of calls and they should like working on a pay per call basis because it reduces their marketing risk.

Ideally, three or more third-party buyers for a campaign is best.

Once they have established these relationships, they can sell their overflow and abandoned call traffic to their new buyers on a pay per call basis.

The first step to manage this process is to set up the call center inside the Ringba platform with an internal target in the highest of priority. Next, add the other buyers (along with their capping and concurrency rules) into 2nd and 3rd priority using a combination of priority and weight setting to balance the flow.

A properly balanced call flow will prevent large spikes in traffic to any single buyer, preventing operational issues and abandoned calls.

Now the call center can ramp up call buying and have have the overflow ready to sell to other buyers, automatically managing any spikes in call flow. The margin on the sold calls may be low, even 5-15%, but the call center will never lose money when there are spikes in call flow and can push operational efficiency up to 90%+.

Once the call center has a handle on this process, they will be making significantly more money per seat and will see overall margins rise. This will give them the additional capital and cash flow they need to start bringing on more agents and buying even more phone calls.

When a new training class arrives on the sales floor, the call center operator simply reduces the call flow to their competing call buyers, maintaining the improved operational efficiency and gaining the ability to scale their sales team with limited risk. The buyers are forced to absorb the call flow variability, something they typically would have to do anyways.

The beauty behind this model is that it significantly reduces customer acquisition risk, increases operating efficiency, increases overall margins, allows for controlled growth without the typical opportunity cost loss, and gives the call center control over their competitors call flow.

Included with that are the recordings of the calls that flow to competing centers that can be studied and learned from to improve internal operations.

Ringba can manage the entire pay per call program, billing, account management, call flow management, IVRs -- everything call centers need to rapidly scale their business with reduced risk at higher margins.

A true win-win solution.

To learn more about how your call center can benefit from using Ringba's Enterprise Grade Call Tracking solution, please contact our sales team: sales@ringba.com

About Ringba

Ringba is a global communications platform for connecting consumers with businesses.

Unlimited Flexibility

Built using state of the art technology hosted on reliable, redundant, and secure cloud-based infrastructure.

Partner Centric

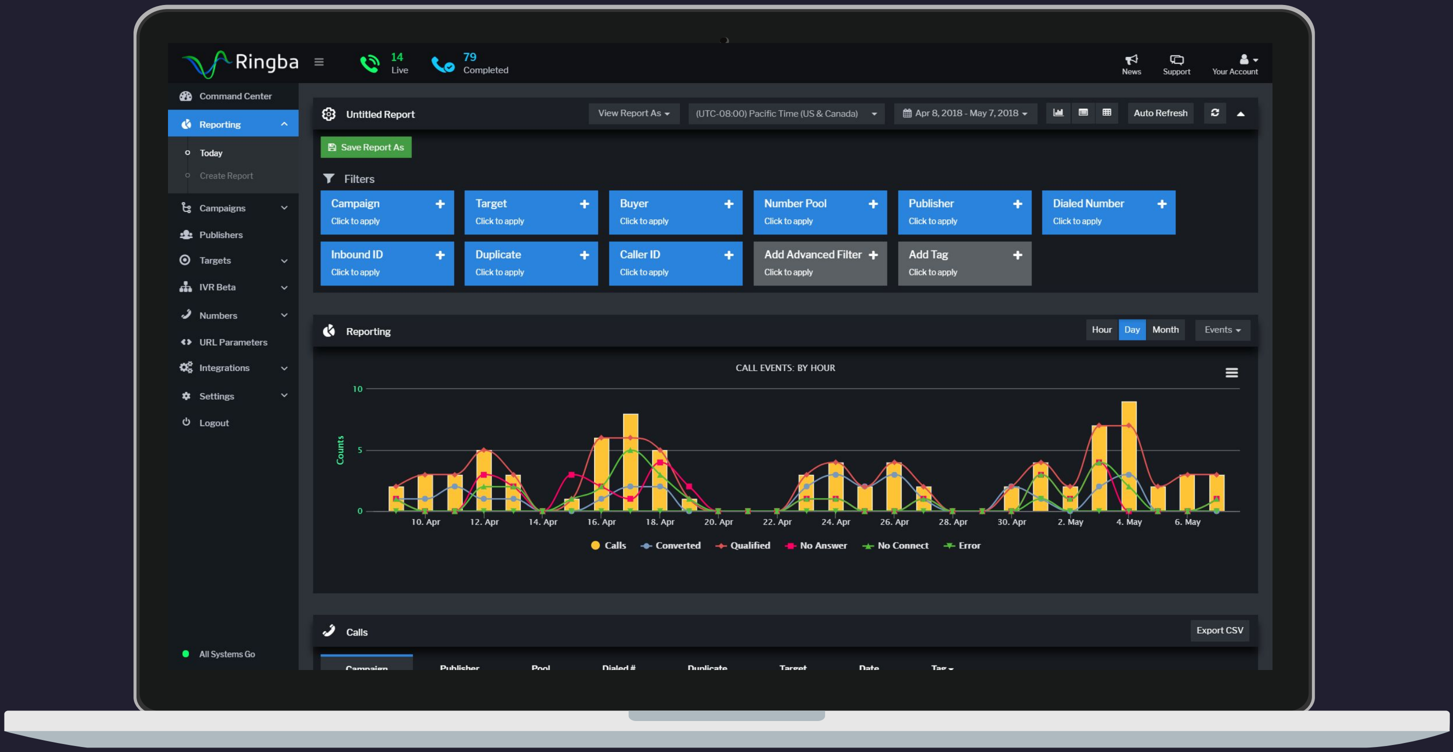
No setup fees, feature gatekeeping, or price gouging. Use what you need, we grow as you grow.

Completely Open Framework

Use the same APIs we do to create seamless integrations and powerful workflows.

World Class Engineering

Made in California by seasoned AdTech Engineers and Product Designers. Your success is our priority.



Ringba

Thank you!

Talk to a product expert or try Ringba now!

LET'S CHAT

GET STARTED