



» CASE STUDY

HOSPITALITY CALL CENTER

Objective

This leading, multi-location, upscale spa and full-line catalog company had no standard call model or coaching schedule for their call centers, which were responsible for taking orders for spa and beauty products as well as booking spa appointments.

Representatives were coached on the quality of their calls based on how the call felt. Call times were analyzed as a way to define efficiency and booking accuracy, but little attention was paid to identifying the customers' needs. The call center had a huge opportunity to drive revenue and the company was looking to enlist its representatives in the effort to better serve the customer and the business.

Deliverables

The company worked with ASLAN to identify the gaps in their selling and customer service skills. The goal was to demonstrate to customers that they are the spa experts who target services to meet the needs of the customer. To achieve this goal, the representatives and management team were trained on ASLAN's Other-Centered® Selling program. Immediately following the two-day course, the representatives began to demonstrate their new selling skills. The management team attended a separate two-day training course on coaching and Other-Centered leadership skills. A company-specific call model based on Other-Centered selling values and a weekly coaching schedule helped to reinforce these skills with the representatives.

Results

The first noticeable impact was an increase in pride the call center representatives felt in doing their jobs. Reps and management worked together more productively and celebrated their successes in applying Other-Centered skills. The improvement in morale drove an increase in revenue for service, appointments, calls, and gift cards. Additionally, the average number of reps generating more than \$100,000 per month increased by 75%.



Post ASLAN, revenue per service increased by 10 percent, from \$77 in year 1 to \$84 in year 2. This increase resulted in an additional \$35,000 in service revenue.



Post ASLAN, revenue per gift card increased from \$134 in year 1 to \$140 in year 2. This increase resulted in an additional \$167,700 in appointment revenue.

Since 1996, in over 25 countries, ASLAN Training & Development have been helping bridge the gap in sales force execution in many of the world's largest sales organizations. Beyond the typical training event, our solutions and expertise are focused on the four critical areas needed to ensure sustainable change:

- » Tactics – Establishing the methods, message and metrics that are consistent with high performing sales organizations
- » Rep Development – Customized skill development programs for each of the 11 unique sales roles
- » Leadership Development – Providing the tools and programs to ensure sales leaders transition from just measuring performance to truly driving change
- » Road Map to Transformation – Includes leadership certification, rep and manager development resources, & sales dashboard to track and measure the three areas that drive results

Let ASLAN help build your bridge between today's status quo and your sales execution of tomorrow.



375 Northridge Rd.
Suite 485
Atlanta, GA 30350
770-690-9616
aslantraining.com