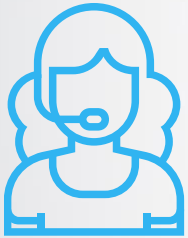




The Science of
Availability™

Case Study – Global Insurance Company

Global insurance company gains a +26% increase in sales renewals



Insurance
company

- **The problem** - The company was looking for a way to increase revenue from new customers and from existing campaign while improving the agent's efficiency.
- **The main challenge** – pitching to a customer a relevant new offering during business hours
- **The answer** – OptimalQ availability platform, offered a to contact customers with an attention span of at least 30 sec, without changing the call center flow

Case Study – T1 Insurance Company



Insurance
company

Main challenges:

- Customer's answer rate
- Meaningful conversation
- Conversion rate

- 100's of reps
- Outbound sales calls

Results

Contract Renewals – KPI's

KPI	OptimalQ	Control Group	Improvement% (OptimalQ / Control group)	Result
Answer / Total Calls	32.8%	25.1%	+31%	Improved Answer rates
Renewals / Total Calls	7.4%	5.9%	+26%	Better Conversion
Renewals / Answered Calls	19.3%	17.4%	+11%	More effective calls

Case Study – Global Telco Operator

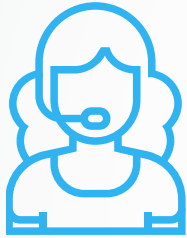
Global Telco Operator gains a +2.3X increase in up-sales



T1 Telco
Operator

- **The problem** - The company was unable to get the
- **The main challenge** – contacting the customer at the right time and before the competitors
- **The answer** – OptimalQ availability platform, offered a way to prioritize the available prospects in real time without changing the call center flow

Case Study – T1 Telco Operator



Sales calls

KPI's:

- Conversion rate
- Income per agent per hour
- Positive response rate

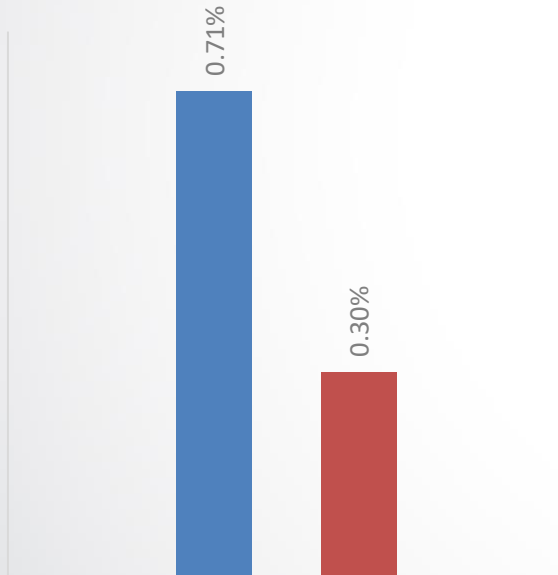
- 1000's of reps
- Outbound up-sales campaign

Case Study – Global Telco Operator

Conversion rate (sales status only)

+2.3X

■ OptimalQ Group ■ Control Group

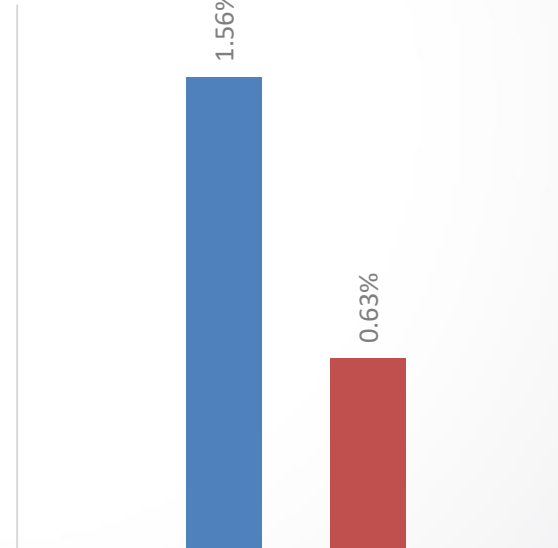


CONVERSION RATE

Positive customer response rate
(Follow up call, interested, etc.)

+2.4X

■ OptimalQ Group ■ Control Group



POSITIVE RESPONSE

Customers Value - Example

	Control Group	OptimalQ
# of Agents	1000	1000
Number of calls per day per agent (Answer and Unanswered)	80	80
Total calls per month	1,760,000	1,760,000
Answer Rate	30.0%	39.0%
Answer rate improvement in % points	N/A	30%
Answer rate Improvement	N/A	9.0%
Conversion rate (conversion / answered calls)	1.50%	1.50%
Conversion per agent in a month	7.9	10.3
Conversion Value	\$250	\$250
Total income per month	\$1,980,000	\$2,574,000
Monthly Income Growth	Monthly improvement per agent	Yearly Income Growth
\$594,000	\$594	\$7,128,000

Summary of our value

Plug and Play with MS Dynamics
Increased **Revenue**, half the friction, happier customers



+45%
CUSTOMER REACHED



+30%
CONVERSION



Higher
AGENT EFFICIENCY