



# Twenty to Forty Percent Increase in Call Center Revenue per Hour

case study



“We wanted to increase total revenue, and working with QualPro, we experienced at least a twenty percent increase in total revenue.” Prior to BellSouth’s merger into the current AT&T organization, the executives who managed call centers in the Southeastern

United States were determined to increase total sales revenue.

“When we started the MVT® (Multivariable Testing) experiment, we were going about \$137 per hour per rep,” they stated. “After the experiment, we predicted that we could go up to about \$181. Right now, we are up to about \$185 per rep. We have seen a big improvement.”

Using the MVT® process, QualPro gathered ideas from frontline call representatives, supervisors, and managers, who noted, “We came up with twenty-three test factors out of 120 ideas.” The MVT® process then narrowed ideas to those that are practical, fast, and cost free. Call center managers said, “We call it quick, easy, and cheap. It’s a lot easier to remember. It took us about five weeks to complete the experiment. The results showed that three of the ideas helped, two hurt, and the remaining eighteen made no difference at all. The ones that helped came to the tune of a thirty-three-percent increase, which was way beyond what we had expected!”

“One of the reasons we like MVT® so much and one of the reasons that the reps like it is because the ideas come from them. Our employees loved being part of the process and knowing they contributed directly to it. The sense of empowerment really boosted employee morale.”

The Vice President of the division added, “We didn’t just take a poor performing group and bring them up to par. This was the best group in the entire region. If we can improve their sales, imagine what we can do for the rest.”

After introducing the MVT® process to others in the division, the enthusiasm spread to other call center managers. “When they relayed to us the spectacular thirty-three-percent improvement of revenue per hour for their sales reps, we were certainly excited and very enthusiastic and wanted to charge ahead. We wanted to just pull out all the stops and deploy the findings throughout the nine states, a broad geography with over 2,000 sales reps. But on QualPro’s advice, we decided to take the successful scripts that had been tested in Florida and to do testing in Georgia, North Carolina, Louisiana, and two cities in North Florida. The results were impressive – twenty- to forty-percent improvement on sales rep revenue per hour in every location!”