

How can I prevent my agents from offering discounts proactively?

Client

A resort reservation center.

Profile

This reservation center supports one of the world's largest resort companies in the world.

- 1,100 agents
- 15 million in-bound calls

The Challenge

Managers at this resort reservation center realized that some agents were offering special discounts without customers asking for them. They wanted to find a way to stop the agents from giving away unnecessary discounts, which was reducing the company's revenue.

The Test

HyperQuality analysts designed a plan to address and correct the issue.

HyperQuality added "offered discount proactively" as an attribute on the quality scoring sheet used for evaluating calls. Agents' quality scores, and potentially their bonuses, would be reduced if they offered the discount proactively. The supervisors would coach the agents and work with them to remind them not to offer the discount.

The Results

After implementation, HyperQuality's test strategy provided the following findings:

Over a three month period, the company saw a 50% reduction in the number of discounts being offered. This gave them an increase in revenue and helped their agents improve their overall quality scores.

Conclusions & Recommendations

HyperQuality proved that it is possible to change agent behavior by: 1) evaluating agents on the specific attributes that are important to your business, and 2) coaching and training specific agents for improvement.



HyperQuality
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