



Client Case Study

Client	<i>Company X</i>
Date	2015 - 2018
Sector	Financial Reclaims
Campaign Size	10 Agents



The Brief

UK Consumer Links were approached by *Company X* to run an outbound dial Questionnaire Campaign, to complete a complaint questionnaire and trigger the pack out for their Financial Reclaim Product (PBA).

Company X supplied their own data (web leads and Backbook), their own dialler and a third-party PBA Questionnaire Web Portal.

We worked together to develop the scripting and objection handling training.

Desired Output

Company X wanted to pack out a minimum of 20 PBA Questionnaires Per Agent Per Day

The Campaign had 10 Agents to start with and the minimum daily PBAQ out was 200. They had other key metrics and compliance points we had to ensure we met in addition to this target.

They set the following performance targets as a minimum:

Agents	10
Min. PBAQ's Completed	200
PBAQ Pack Back %	70% +
Min. Audit Score %	95% +

Costs

Each PBAQ Agent cost *Company X* £1,150

The total Monthly cost to *Company X* for Consumer Links was £11,500

Actual Output

The Campaign was very successful, *Company X* have ran their PBAQ Campaign through CL for over 12mths now and have peaked at 15 Advisers.

During this time, *Company X*, have been to visit the office in Durban on several occasions to roll out new training, complete their own Employee Engagement sessions and more recently to oversee the promotion of one of the Agents to Team Leader. With that level of investment and engagement from *Company X*, this campaign will continue to blossom and prosper.

Key to this campaign being deemed successful wasn't just the volume and consistent performance levels, but also the audit scores. These questionnaires were to become the basis of the PBA complaint and any in-accuracies or falsified statements would/could have a hugely negative impact on the firms ultimate uphold rate. As you can see from the scores below, our Agents weren't just efficient, but they were also compliant.

Below is an overview of the campaign focussing on the key metrics set out originally:
(These numbers have been taken from the period where the team had 10 Agents)

Ave. PBAQs Per Day	227
Ave. PBAQ per Agent Per Day	22.7
PBAQ Pack Back %	86%
Ave. Agent Audit Score %	97.8%

Summary

As you can see the campaign was very positive commercially and gave *Company X* a reliable and consistent flow of PBA Cases in to their UK Processing Team over a sustained period.

The hands-on approach from *Company X* and their cloud-based questionnaire technology enabled the Agents to do a highly effective job for a very low cost. *Company X* confirmed that to run a campaign like this in the UK would have cost them 3x as much – “a team of 10 Questionnaire Advisers in our UK operation would have cost over £35,000 when including overheads, tax, NI and bonuses”.

If you would like to know more about how Consumer Links can support your business get in touch

Email: info@consumer-links.co.uk

Call: Neil on 07917 823022



UK OFFICE

The Old School House

Manchester Road

Carrington

M31 4UG

Email: info@consumer-links.co.uk