

elitegroup

# The Bradford Exchange

CASE STUDY

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# The Background

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Founded in 1973, The Bradford Exchange has a rich history of bringing customers a variety of collectibles inspired by innovation, artistry, and enduring value.

Originally, they catered to a mail-order audience. However, recognising the evolving retail landscape, they strategically expanded into the telesales market with a heavy emphasis on a personal shopping experience.

This shift demanded a robust communication system to support their dynamic campaign-driven sales efforts.



# The Challenge

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The Bradford Exchange, a leading campaign-driven telesales organisation, thrives on dynamic sales efforts. However, their previous communication system wasn't keeping pace. It lacked features crucial for:

**Campaign Optimisation:** They needed in-depth, campaign-specific reporting to track key metrics like call volume, conversion rates, and agent performance. This data would be essential for measuring campaign effectiveness and identifying areas for improvement. Without it, optimising campaigns for maximum impact was difficult.

**Functionality:** The existing system lacked crucial features for effective telesales. It relied solely on voice calls, limiting communication channels and automation capabilities. There was no support for a fully integrated dialer system or additional channels such as email or chat. This hampered both agent efficiency and the overall customer experience.

**Competitive Edge:** In today's competitive telesales market, efficiency and data-driven decision-making are paramount. The limitations of their system hindered their ability to gain a crucial edge and impacted the customer experience.

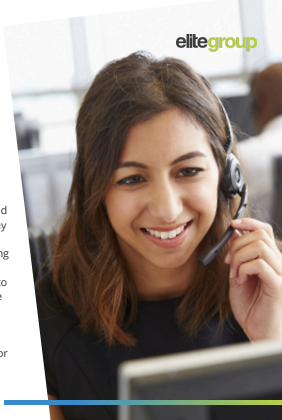
The Bradford Exchange needed a comprehensive solution to address these challenges. This solution would empower them to optimise campaigns, gain a competitive edge, and improve the experience for both their employees and customers.

# The Solution

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We provided a two-pronged solution to address The Bradford Exchange's challenges and empower them to achieve their goals:

- 1. 8x8 Communication System:** This robust platform offered The Bradford Exchange multi-channel communication (including web chat and email), improved efficiency through a Progressive dialer, and streamlined PCI compliant payments with Secure Pay integration.
- 2. Custom Reporting Suite:** To address 8x8's reporting limitations, our software team built a bespoke suite leveraging APIs. This suite pulls data, including Dial to Answer Rates per outbound campaign, into a secure Azure database. A real-time, user-friendly desktop and mobile dashboard displays the data. Users can filter by date, agent, or campaign for historical and real-time insights, empowering strategic decisions for optimal campaign performance.



# The Results

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The Bradford Exchange gained a communication hub specifically designed to support their campaign-driven telesales model. This resulted in a range of positive outcomes:

- **Empowered Telesales:** Agents were equipped with the necessary tools to efficiently handle customer interactions and contribute to campaign success.
- **Data-Driven Decisions & Market Expansion:** In-depth insights from the custom reporting suite, fuelled informed decision-making across various aspects:
  - **Campaign Optimisation:** Data analysis on popular products based on sale conversion rates per campaign allowed for strategic adjustments that increased sales and profitability. This data also facilitated market expansion by identifying new customer segments with high sales potential.
  - **Improved Agent Efficiency & Lead Generation:** Granular campaign performance metrics (Answered/No Answer, Call Back, Try Later, Sale/No Sale, Conversion Rates & Values) empowered supervisors to make real-time decisions during active campaigns. For example, they could shift focus towards high-performing campaigns or adjust call times/demographics for underperforming ones. This data-driven approach optimised agent efficiency and lead generation.
  - **Increased Customer Insights:** The real-time reporting suite provided valuable insights into customer behaviour and preferences, allowing The Bradford Exchange to tailor future campaigns for greater effectiveness.

# The Results

By providing a data-driven approach to sales and a more customer-centric experience, The Bradford Exchange positioned themselves for continued success in the competitive telesales market.

- **Faster & More Convenient Interactions:** Customers could now enquire via web chat, offering a quicker and more convenient way to connect with The Bradford Exchange, ultimately improving overall customer satisfaction.
- **Streamlined Payments & After-Hours Transactions:** Secure automated payments within the IVR reduced call duration and freed up agents for more complex interactions. Additionally, after-hours transactions catered to customer convenience.

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Elite's development of a custom reporting suite and their proactive technical expertise has been game-changing. Their tailored solutions and problem-solving approach give us confidence in the growth of our telesales business.

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KIRSTY MURRAY | OPERATIONS MANAGER |  
THE BRADFORD EXCHANGE

# Our Expertise

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Elite Group specialise in providing and enhancing communication systems (CCaaS and UCaaS) to empower businesses. Our approach goes beyond off-the-shelf solutions and includes:

- **Application Enhancement:** We build upon existing applications, as we did for The Bradford Exchange, to add functionalities they couldn't get with the base product.
- **Seamless Integration:** We ensure smooth communication between different software components, fostering data flow and streamlined workflows.
- **Enhanced Data Analysis & Visualisation:** Our solutions go beyond basic reporting, empowering in-depth data analysis and visualisation for better decision-making.
- **Bespoke Software Services:** We tailor software services to meet our customers' specific needs and desired outcomes, ensuring a perfect fit for their business.



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