



CASE STUDY

Tele-SalesForce Minimizes Risks Through Extensive Quality Control

Tele-SalesForce (TSF) helps U.S. companies outsource their lead generation processes to a call center in Calcutta, India. Chad Burmeister and Tathagata Dasgupta are co-founders of the company based in Irvine, California. In less than one year of operation, TSF has signed up more than 21 clients. Customers range from major companies such as PeopleSoft and Sun Microsystems to small start-ups.

TSF was launched with the goal of providing value in all aspects of a clients lead generation process. The TSF team works with new clients to identify their needs. Following a carefully designed, step-by-step process, TSF helps clients develop a script for the India-based call center agents to use when talking to prospects. Prior to actually getting on the phone each call-center agent assigned to the client role-plays the script and potential prospect responses.

For example, an agent was assigned with acquiring leads from consumer packages good (CPG) companies who supply products to Wal-Mart. The agent who was assigned to make those calls did not have any idea what Wal-Mart was, what a CPG company was, or how it works in the United States. Additionally, the agent had no comprehension of how enterprise software application programs could help these companies.

TSF developed a training program for the agent that explained the relationships to the agent in terms of stores and manufacturers that she was familiar with in India. The TSF project manager explained the business relationships and chemistry, what an application can do in the middle of all of this, and why she would be calling the decision maker of those companies. This education and the resulting conviction in her voice turned a campaign from getting two leads per *week* into three leads per *day*. This attention to detail helps minimize errors and enhances the chances for a successful call.

In addition to TSF's careful planning to minimize risks, its call-center partner in Calcutta is equally committed to quality performance. A five-year-old company, the India call center used the services of Ernst & Young at its founding to ensure that it installed best practices call-center technologies and procedures. The firm maintains its quality edge by getting regular check ups from E&Y (and recently became ISO 9001 certified).

Tele-SalesForce is anticipating sales in excess of \$1 million for 2005, with growth projected to reach over \$7 million by 2008. With the risk-mitigation approach the company is taking to call-center outsourcing, it stands a strong chance of meeting and even exceeding its own growth expectations.

From: Essentials of Business Process Outsourcing, by Thomas Duening and Rick Click