

Case Study:

dabs.com "click" with proactive outbound contact from Magnetic North



Customer Profile:

dabs.com UK's leading internet retailer of IT and technology products

Industry: Retail

Location: Bolton, UK

Challenge:

- Setup new outbound function
- Back office integration

Solution: Maximise Corporate

Results:

- Improved sales focus
- Improved customer focus

“Whilst dabs.com's proactive sales team is small compared to most call centre set-ups, the benefits Maximise has brought us really are helping to improve our overall Business to Business sales approach. **”**

- Jonathan Wall - dabs.com, Sales and Marketing Director

The Company

Originally established in 1990 as Dabs Direct, a traditional mail-order computer dealer, dabs.com has grown significantly during recent years, successfully exploiting advancements in digital technology and rapidly moving with the times into the world of “e-tailing”. dabs.com has now become the UK's leading internet retailer of IT and technology products, offering around 22,000 lines from the world's leading manufacturers to almost 900,000 online customers across the country. Servicing the whole of the UK from their premises in Bolton, Lancashire, dabs.com typically processes 5,000 customer orders every day from the one million unique visitors that visit the web store each month.

Moving forward and expanding

dabs.com approached Magnetic North through one of their partners to help them establish an outbound dialling team to generate sales from a new target group - SME companies with up to 500 employees, companies that were traditionally serviced by local independent IT suppliers who had neither the breadth of coverage nor product portfolios to meet their needs.

“Sales to business customers have always represented a significant proportion of our turnover”

explained dabs.com Sales and Marketing Director, Jonathan Wall.

“When many technology companies were challenged by the widely reported significant downturn in corporate spending on IT, we continued to produce some very healthy results. Our Business to Business sales team had historically fulfilled a reactive role, so when many analysts started to report recovery in the technology sector, we decided the time was right to lay solid foundations for our future growth by establishing a proactive, outbound sales team.”

Speedy results

Magnetic North was engaged by dabs.com to use their expertise in the Call Centre arena to help setup, recruit and train the new outbound team. As part of this programme, they installed Magnetic North's Maximise 100% web client predictive outbound contact management dialling solution.

In the past, it was not cost effective to deploy predictive diallers unless for large 50+ seat centres and even then the cost of entry was very high, at up to £8000 per seat. However, because Magnetic North's Maximise system is based upon industry standard technologies and uses advanced algorithms, the system enables small teams with as few as 5 people to get up to 50 minutes of live customer contact time per person per hour at dramatically reduced costs and with a very low ongoing cost of ownership. Within 6 weeks of order, dabs.com had Maximise installed, fully integrated and dialling.

When asked about the installation and the general impression that he had of the company, Jonathan Wall - dabs.com Sales and Marketing Director said:

"The Maximise installation was very smooth, we were well looked after and were very impressed with the service, support and training we received. Their professional approach really made Magnetic North stand out. Since the integration of the solution, our people are much more productive."

Impacts on the Company

"Maximise has allowed our team to focus on their key tasks of developing customer relationships and creating sales opportunities and has freed them from time-consuming unproductive manual calling. Now, they spend their time selling, rather than listening to ring tone and busy tones. We're now far better able to develop a thorough understanding of our customers and hence are building better customer relationships." - Jonathan Wall - dabs.com, Sales and Marketing Director

"You don't need to "do it big" in order to make a real difference to your business and your bottom line."

summarised Jonathan and he concludes:

"Whilst dabs.com's proactive sales team is small compared to most call centre set-ups, the benefits Maximise has brought us really are helping to improve our overall Business to Business sales approach."

About Maximise

Maximise offers a revolutionary objective based approach to outbound customer contact which delivers massive increases in productivity. Whilst integrated management tools allow businesses to manage contacts with end customers more effectively.

Maximise provides flexible and customisable web based reporting facilities to allow business users to run reports quickly and easily. Whilst real-time dashboards help measure campaign effectiveness.

About Magnetic North

Magnetic North solutions are specifically designed to unlock employee productivity. Maximise, a proactive outbound contact solution, delivers increased customer contact volumes, whilst Optimise, our recording and quality management solution, enables improved agent performance.

Magnetic North's solution architecture uses open industry standard technologies that delivers the very best in functionality, ease of use and provides a rapid return on investment. Close partnerships with our customers allow our solutions to continually evolve. Magnetic North enable companies to unlock the full potential of their workforce whilst helping them attain new levels of employee productivity and motivation.