

Driving Sales Growth Through Targeted Coaching and Incentives

CLIENT / BED & MATTRESS MANUFACTURER

A leading bed and mattress manufacturing company partnered with RDI to enhance their sales effectiveness. As a major player in the industry, the client sought to maximize conversion rates and average order values while navigating seasonal fluctuations and operational challenges.

THE CHALLENGE

Through a combination of call listening and speech analytics, RDI identified a critical gap: agents were not consistently using rebuttals or proactively offering sales opportunities. This lack of engagement in overcoming objections resulted in missed revenue potential and lower-than-expected sales conversions.

RDI'S SOLUTION & IMPLEMENTATION

RDI deployed a multi-faceted approach, leveraging its proprietary tools and expertise to drive agent performance improvements. The process unfolded in several key stages:

- **Identification & Analysis:** By leveraging advanced speech analytics capabilities, RDI's team analyzed agent interactions to pinpoint gaps in rebuttal usage and sales pitches.
- **Strategy Development:** RDI's operations team in Nogales and True Blue collaborated to design an incentive-based training initiative, including a structured rebuttal contest with a \$500 gift card incentive.
- **Execution & Monitoring:** Agents were briefed on objectives, rewards, and performance expectations. They were given time to adjust their behaviors, receive targeted coaching, and improve their use of rebuttals. Weekly tracking and coaching sessions ensured continued engagement.
- **Performance Evaluation & Rewards:** Agents who achieved 80%+ adherence each week earned points, with the top performer receiving the incentive prize. Post-contest insights were gathered for ongoing improvement, including additional training on sales-closing techniques and refined scripting strategies.

KEY METRICS

22.64%
Conversion Rate
surpassing the
20% goal.

\$1,653
in Average Order
Value (AOV)
exceeding the
\$1,350 target.

113.73%
of Revenue Goal
Achieved despite
February being a
typically slow
sales month.

RESULTS & IMPACT

Conversion Rate Growth

Achieved a **22.64% conversion rate**, surpassing the **20% goal**.

Increase in Average Order Value

Reached **\$1,653**, exceeding the **\$1,350 target**.

Revenue Surge Despite Low Volume

February, typically a slow sales month, saw a revenue of **\$707,386**, achieving **113.73% of the goal**.

Enhanced Agency Confidence

Agents demonstrated improved ability in overcoming objections and closing sales, leading to higher commission earnings and sustained motivation.

“Clear communication is key throughout a project, and RDI does it extremely well—providing clear due dates, addressing any issues or questions along the way, and delivering comprehensive final reporting. The communication is excellent.”

CLIENT FEEDBACK & LONG-TERM BENEFITS

The client expressed enthusiasm for the results, particularly given February’s traditionally slow sales cycle. They appreciated RDI’s data-driven approach, which not only identified critical areas for improvement but also provided targeted training solutions. The long-term benefit of this initiative is a more confident and skilled sales team, poised to maintain higher conversion rates and order values.

CONCLUSION

By combining advanced speech analytics, targeted coaching, and strategic incentives, RDI successfully enhanced sales performance for the client. This case study highlights the power of data-driven decision-making and proactive agent engagement in driving business success.

ABOUT RDI

RDI is a privately held contact center and IT firm committed to elevating the Customer Experience in its dedicated outsourced environment. Founded in 1978 as a research analytics company, RDI’s expertise has grown to include full-service Business Process Outsourcing (BPO) solutions for Contact Center support, Data Analytics, and Managed IT & Helpdesk Services. With 13 domestic and near-shore locations and over 3,500 in-house and work-from-home employees, RDI focuses on the Customer Experience and delivers value-driven results for multiple industries, including leading Fortune 500 client partners. To learn more about RDI, please visit us at: www.rdicorp.com

Contact us Today to Discover how RDI can Deliver Measurable Improvements for Your Organization

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