

THE NEXT LEVEL DIFFERENCE

Simply put: it's unwavering execution—Next Level results

The Next Level delivers performance consulting to sales organizations, client service organizations, and call centers. We focus relentlessly on boosting the key metrics that matter most to your business. Example project goals include:

- Increase sales and profitability
- Transition a service organization to a sales organization
- Improve coaching, accountability, and follow up skills of leadership team and sales and service managers
- Transfer best practices to everyone on the team
- Increase business with existing customers
- Improve employee morale and retention
- Improve productivity per salesperson
- Shorten the sales cycle
- Improve conversion rate over phone or face-to-face

Each of these initiatives is achieved through a customized program based around company, industry and cross-industry relevant best practices.

Contact us today to learn how to take your performance to The Next Level.

CLIENT

ATA Airlines

Indianapolis, IN

PROJECT FOCUS

Improve the sales conversion rate in two call centers by providing ATA Associates with a customer contact process that delivers world-class customer service.

OVERVIEW

ATA Airlines is one of the leading low-cost alternative airlines that generated over \$1.4 billion in revenue in 2002. The company has two call centers with more than 600 customer service Associates that receive 5.3 million inbound calls annually. Associates who handle these calls are challenged with converting these sales opportunities into ticket sales. Supervisors are responsible for coaching the Associates to deliver world-class customer service and increase the conversion rate. Since 9/11/01, the travel industry has experienced a significant slow down which has made it even more important to make every inbound call matter.

OBJECTIVES

The primary objective of the project is to provide the Customer Service Associates with a consistent customer contact process and call flow that will enable them to deliver excellent customer service and maximize sales on every inbound call. A secondary objective is to give Supervisors and Managers a consistent coaching model that focuses them on building their Associates' customer service and sales skills for improved results.

RESULTS

Since the beginning of the project, ATA has experienced some very positive qualitative and quantitative results.

- Improved PSE (conversion rate) has resulted in \$20.6 million in incremental revenue from January through May
- Customer compliments have increased by 400%
- Complaints are down; reservations previously received the most and now have dropped to 4th in the company
- Supervisors now execute a continuous improvement coaching process – employee morale has improved as a result

Due to the project's success, ATA Airlines has partnered with The Next Level to deliver training to all new hires and to continue providing coaching support to Supervisors and Managers.

2321 Rosecrans Ave.
Suite 4250
El Segundo, CA 90245

Phone 310.643.7700
Fax 310.643.7744
www.nextlevelsalesconsulting.com

