

How APAC Customer Services, Inc. Uses Jesubi to Prioritize Rep Actions & Increase Productivity 200%

Need

APAC Customer Services Inc. is a leading provider of customer care services for market leaders in financial services, publishing, business services, travel and entertainment, healthcare and communications. Two years ago at its Fargo, ND site, when APAC's Site Director of Lead Generation Jake Hancock began gearing up for the expansion of his team, he knew that a sales force automation system would play a critical role.

In order to effectively manage his process with a bigger team, Hancock needed each rep to be able to quickly view all of the activities and outcomes on a specific account. Not only that, Hancock hoped to find a solution that would help his reps work smarter, cut out cumbersome administrative tasks, and quickly prioritize their day.



Solution

APAC implemented Jesubi in 2009 at the Fargo site and now manages over 600 accounts with its 25-person team at this location. Each member consistently utilizes his or her Jesubi user account for all lead-related activities, and "has a clear view of exactly which tasks need to get completed and when," says Hancock.

Reps can disposition calls / call outcomes with a single click and see follow-ups automatically appear in their task list, leaving more time for conversations. And given the specific guidelines that reps must adhere to when approaching leads (i.e. no lead should be touched more than a certain amount of times during a thirty day period), Jesubi's customizable campaigns ensure that follow-up criteria is met.

In addition, APAC's Fargo management team uses Jesubi's reporting features to run internal contests, such as their 100 Point Club, where reps can earn various prizes. They also use Jesubi's reports for quarterly reviews also with all stakeholders of specific client account. These reports – which automatically calculate percentages and rates – help Hancock and his team easily pinpoint which sectors are performing the best and hone in on the right training opportunities.

Results

According to Hancock, "With Jesubi, we now have visibility into success rates by rep, industry, time of day, and day of the week. If we find that certain industry teams have higher conversation rates, we use this knowledge to conduct training. If we see that Friday consistently has the lowest connect rate, we use that day to conduct internal sales meetings." Since his team began using Jesubi, their productivity has increased over 200%, making more time for conversations and meaningful actions.

In fact, Hancock says that it's easy to prove the value of Jesubi when he receives questions on the investment. "Using just a few quick screenshots or a report like Prospecting Velocity, I'm able to show my colleagues exactly how we use Jesubi to optimize our lead management process and train our reps. It's easy for them to see how the ability to quickly take action has a tremendous impact on our success."

About Jesubi

Jesubi helps organizations of all sizes and kinds – such as Carmax, Sybase, Acquirent, and Mortgage Coach – improve their sales processes. Jesubi's unique sales force automation software provides sales managers and sales teams with simple yet powerful tools that make it easy to work faster and smarter. Co-Founded by Bill Johnson, who previously served as the EVP of Sales at Aprimo, Jesubi is headquartered in Indianapolis, IN. Learn more at www.jesubi.com.