

valorglobal®

CASE STUDY

# How We Achieved a 70–80% Increase in Conversion Rates

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## The Ask

A leading health and wellness industry brand sought to boost its revenue by implementing a strategic telesales campaign through direct marketing, TV advertising, and infomercials. They partnered with Valor Global, a renowned outsourcing solutions provider, to achieve their goal. This case study highlights how Valor Global's expertise and resources helped the client achieve remarkable results and increase its close rate significantly.

## The Challenges

The client recognized the potential for revenue growth through a telesales campaign but faced several challenges:

- **Lack of Expertise:** They lacked the in-house expertise required to execute a successful telesales campaign effectively.
- **Inbound Transaction Handling:** Handling inbound transactions via an 800 number presented logistical challenges.
- **Unknown Close Rate:** The client was uncertain about its existing close rate, making it difficult to set clear performance benchmarks.

## The Solution

The client turned to Valor Global for a solution. Valor Global provided a comprehensive approach to address these challenges:

- **Expertise and Resources:** Valor Global's team of experienced professionals brought best-in-class scripting, training, and campaign management to the table.
- **Inbound Call Handling:** Valor Global efficiently managed inbound transactions through their call center infrastructure, ensuring a seamless customer experience.
- **Performance Assessment:** Valor Global worked closely with the client's team to assess the existing close rate and establish clear performance metrics.

## The Results

Over the course of the campaign, the client experienced significant improvements:

- **Close Rate Enhancement:** Utilizing Valor Global's scripting and training expertise, the Client witnessed a substantial increase in their close rate. The exact numbers 70-80% demonstrated the tangible impact of Valor Global's involvement.
- **Revenue Growth:** The rise in the close rate directly contributed to a substantial increase in revenue, exceeding the client's initial expectations.
- **Boosted Average Order Value (AOV):** Moreover, the AOV increased, indicating not only more conversions but also a higher transaction value.
- **Call Abandonment Rate Reduction:** Our efforts also reduced the call abandonment rate, ensuring customer interactions were fruitful.



*We embarked on a journey to boost our revenue through a telesales campaign, and Valor Global played a pivotal role in our success. Their team's expertise in scripting, training, and campaign management was exceptional. With their help, we improved our close rate significantly and achieved remarkable revenue growth. Valor Global's commitment to excellence and dedication to our project were truly commendable.*

*Client Spokesperson*

The Client's partnership with Valor Global proved to be a game-changer in their quest for revenue growth. By leveraging Valor Global's expertise, they enhanced their close rate and realized substantial revenue increases. This case study underscores the effectiveness of a strategic telesales campaign when executed with the right partner, ultimately leading to business success.

**Experience the difference with Valor Global.**  
**Our flexible and tailored solutions are designed to meet your specific needs. Contact one of our experts today and let us help you achieve your goals.**

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