



Sales recruits hit the ground running with the Eyretel Companion

Background

Founded in the UK in 1991, Eyretel expanded rapidly throughout the nineties to become a leading provider of contact centre optimisation solutions. Such systems record and analyse customer interactions enabling businesses to get a firm grip on what is going on in their contact centres. The benefits include better customer management, annual capital cost savings and more efficient bandwidth usage.

Challenge

Fast growth, while obviously desirable, presented Eyretel with some major challenges. Their rapidly-growing salesforce and sophisticated product line meant that the task of selling solutions was becoming increasingly complex. In addition, the need to get newly-recruited sales people trained and out into the field as rapidly as possible was becoming a major problem.

Initially, Eyretel addressed these issues by getting their pre-sales engineers to accompany their sales people on customer calls. However, this was an expensive and unsustainable fix and led to a resource shortage. They needed a much more cost-effective solution – and they needed it quickly.

Solution - Cotoco Performance Toolkits for SMEs

“I asked three companies to advise on a solution before choosing Cotoco,” said Nathan George, Vice President of Marketing.

“I chose Cotoco... based on my knowledge of the success of one of their previous products... the INDeX Encyclopaedia... very highly regarded in the telecommunications industry.”

The project kicked off with Cotoco holding workshops in the US and UK to identify key content areas.

After analysing the workshop results, Cotoco and Eyretel worked together to develop new content and assimilate existing material to create the Performance Toolkit.

Key results

- Sales increased by 25% in 8 weeks
- Two major bids won within 4 months
- Pre-sales support costs reduced by 66%
- New sales induction more rapid, more effective and far less expensive
- Engineers re-deployed from sales support to product development
- Confidence and proficiency boosted throughout the company

Cotoco's Performance Toolkits deliver increased win rates and shortened sales cycles, underpinned by the world's largest research programme into top performing behaviours.



Solution (cont)

As well as compelling, customer-focused animations, the Performance Toolkit, branded the 'Eyretel Companion', included tours of Eyretel's sophisticated *QualityCall* software, cost justification calculators and automatic report generators. It not only provided the perfect tool for the rapid induction of new recruits, but it equipped the salesforce to talk to customers without presales engineers in attendance. And it was completed in just 6 weeks!

"This is by far the most professional piece of marketing... well done, especially in the incredibly tight timescale."

Roger Keenan,
Eyretel founder and CEO

Cotoco's impact

Cotoco has pioneered and refined a unique way of empowering companies to put winning behaviours into practice.

- Increased win rates
- Shortened sales cycles
- Less time out of the field

Our award-winning technology is used by thousands of employees throughout the world.

Contact us

Raise your game!

+44 (0) 2380 689610 or
sales@cotoco.com

Results

The Eyretel Companion was an immediate success. Sales increased by 25% in 8 weeks and it played a vital role in winning two major contracts – one in Hong Kong and one in Germany – within the first 4 months.

Crucially, the Companion enabled Eyretel to expand its salesforce extremely rapidly without compromising the quality of customer-facing presentations, without taking their salesforce away from the field and without spending eye-watering large sums on conventional training.

Nathan George observed, "That's a huge advantage for any company competing in a fast-changing global market. We have been able to significantly reduce the support our salesforce needs from pre-sales engineers."

"I'm delighted to say that the cost... per sales person... represents incredible value for money, particularly when you take into account the alternative costs of travel and training."

Eyretel further commissioned Cotoco to create multi-lingual material for their toolkit and a configurator which automatically created specifications and costings for call centre solutions.

Award

The Companion was described by Roger Keenan, Eyretel's founder and CEO as a 'world class' sales and marketing tool and, endorsing his remark, it went on to win an eBusiness Innovation Award.

"The Eyretel Companion has proved to be of enormous value to the business," said Nathan George.

"For our salesforce to be effective with a complex set of products and messages in the shortest possible time is vital."