



Child Protection UK Ltd: Increasing Sales with Adaptive

“The increase in productivity has been excellent. It has sped up the way my team work and it is easier to reschedule calls”.

Alix Grant- Office Manager, Child Protection UK Limited



Child Protection UK Limited uses an Adaptive Progressive Dialler to significantly increase sales.

Child Protection UK Ltd is dedicated to educating young people about the effects of drugs and alcohol abuse. They supply a range of informative books to schools across the UK. The company started in 2004, and has continued growing ever since.

The sales team at Child Protection make calls to UK businesses, to persuade them to support their local school. Over 26,000 companies have sponsored their campaign to date, which the business aims to double by 2011. Previously, agents manually dialled telephone numbers from a list of paper based contacts, which proved to be time consuming, inefficient and untidy.

Improving Efficiency

To achieve their sales targets, Child Protection decided to buy a dialler. They were attracted to the Adaptive Progressive Dialler because of its cost effectiveness, and were impressed by its data handling and reporting tools. Child Protection UK Ltd purchased a 17 user Adaptive Progressive Dialler in 2009. “Since introducing Adaptive, the office is much more efficient”, says Alix Grant, Office Manager.

Enhancing Productivity

Since purchasing an Adaptive Progressive Dialler, Child Protection have benefited from a dramatic boost in sales. “The increase in productivity has been excellent”, confirms Alix, “it has sped up the way that my team work and it is easier to reschedule calls”. The time saved by the sales team because of the Adaptive Progressive Dialler allows them to speak to more people. Alix explains that this increases their sales considerably. “Telesales is a numbers game; the more calls you make, the more sales you make”, Alix reiterates.

Alix also reveals that the reporting features of the Adaptive Progressive Dialler help him decide which businesses to target. “The previous system did not allow me to target things as well; now I can test which areas we succeed in”, Alix explains. Alix believes that this factor is vital when he is planning campaigns and contributes massively to productivity.

Overall, Alix attributes a more than 30% increase in sales to the Adaptive Progressive Dialler. “It’s speeding up the whole process of things. We are able to target more people and I am able to manage the data properly”, Alix says.

Managing Effectively

Alix has also found that the Adaptive Progressive Dialler makes it simpler for him to manage his team. Instead of an agent working through a list of numbers at their own pace, the Adaptive Progressive Dialler gives an agent a steady flow of telephone calls to make. Alix describes how he decides what numbers the agents ring instead of letting them decide for themselves: “With this, I can view how many calls an agent makes, and which ones are effective. By using reports, it is a lot easier to manage what the agents are doing at any one time”.

Child Protection UK Ltd has benefited hugely from purchasing an Adaptive Progressive Dialler. Alix concludes: “The main benefits of buying the Adaptive dialler are the increase in productivity and sales, and that I can manage my team more successfully”.