Improved Sales Conversion by QA Intervention

Client
U.S. based Top Tier National Healthcare payer

Challenge
The sales team is only converting 5% of leads into sales, which is well below the client's target of 20%. The existing quality assurance (QA) process does not provide enough information to identify the root cause of the problem (root cause analysis).
For example, one sales conversion was missed because the agent was not qualified for the role and did not have the necessary knowledge or skills.
To improve the sales conversion rate, the company needs to implement a better QA process that identifies the root cause of problems.

Sales Conversion After 6 Weeks

5% to 22%

Targeted Behaviors from RCA
(Before and After)

20% to 80%
Effective Pitch

10% to 80%
Value Proposition

10% to 75%
Objection Handling

Solution Implemented
Our analysis and solution implemented a new quality assurance (QA) process that includes root cause analysis (RCA) and predictive modeling. The RCA process is automated using macros, which frees up time for the QA team to focus on other tasks. The predictive models use data from past sales calls to identify agents who are most likely to close deals. The QA team also integrated a data visualization tool called Power BI into the new process. This allows stakeholders to see the sales data in a more visual way, which makes it easier to identify trends and patterns. In the first week of using the new QA process, the company saw a significant improvement in sales conversion. The process capability study showed that the company is now capable of a 22% sales conversion rate.

Outcome
The Sales Program Mastery Assessment module was rolled out by the QA team to identify knowledge and learning gaps among agents. The final sales certification module was rolled out after refreshers by master calibrators from QA, Training, and Operations leadership teams.
As a result of the two modules, 90% of agents completed the certification and were retained in the Sales Program. The other 10% were assessed as unfit for the Sales Program and were moved back to the Care LOB.

EVERISE