



Thought Leadership – Adapting to client needs

CASE STUDY

SUCCESS Rules, the creators of THE SIMPLE WAY TO AN A learning system, came to O'Currance to assist them in taking calls for their radio campaign. A start-up company, O'Currance saw tremendous potential in the SUCCESS Rules product and decided to perform something they had never done before. Originally handling SUCCESS Rules calls in O'Currances shared queue of about 150 agents, they launched them into a dedicated desk of about 5 to 7 agents to see if O'Currance could get better conversion with a more focused approach.

THE COMPANY

Developed in Santa Barbara, CA, THE SIMPLE WAY TO AN A learning system evolved from a unique approach to teaching and learning. After 23 years of turning struggling students into star performers, master study skills instructor Dan Basmagian wanted his consistently successful approach to be available to all students, not just those fortunate enough to land in one of his classes. He soon retired from the classroom to start SUCCESS Rules, which later became the parent company behind THE SIMPLE WAY TO AN A.

THE CHALLENGE

When O'Currance initially began SUCCESS Rules radio campaign in the shared desk, the results were dismal. O'Currance proposed that SUCCESS Rules be placed in a dedicated desk, where agents will only handle SUCCESS Rules, allowing them to experience more of their calls repeatedly and giving them more time to progress in selling their product. O'Currance's method of getting a client to a dedicated desk model was not cohesive with SUCCESS Rules business approach, and the company restructured an approach of how their particular product and price point could get themselves into a dedicated model. "Everyone in our industry told us that our approach wouldn't work," said Trygve Duryea of SUCCESS Rules.

SUCCESS RULES is currently generating \$1.7 million in revenue per month thanks to O'Currance's dedicated model. They have 30 to 34 dedicated agents working with them and typically handle approximately 4,500 calls.

THE RESULT

On October 29, 2007, O'Currance pulled the trigger and launched SUCCESS RULES straight into a dedicated model. Based on SUCCESS Rules product and the price point of their product, O'Currance was confident that dedicated agents could yield the conversion needed to hit the financial targets they need to consider it a successful campaign.

"We have rolled out our campaign and the goals we originally started out with have been blown out of the water. O'Currance took SUCCESS Rules 3 to 4 times further than we had anticipated," said Trygve.

ABOUT O'CURRANCE

Established in 1994, O'Currance Teleservices fosters deep commitments to its clients and agents. A high-quality company with highly quantifiable results, O'Currance boasts a superior management team and more than 650 employees. The undisputed leader in the telesales industry, O'Currance offers exclusive technology, articulate sales agents and an exceptionally high calls-to-sales conversion rate. O'Currance Teleservices will improve your company's sales or give your money back. Guaranteed.

