



Contact
Centres



KC makes the right connection with JT's customers

About JT

JT is wholly owned by The States of Jersey and provides Jersey residents with world class telecommunications services.

The roots of the company date back to 1923 when the States of Jersey bought the Islands telephone exchange from the British Post Office. Since that time, JT has come a long way, and now provides a large proportion of Jersey households with a complete communications service that encompasses landline, mobile and broadband services.

What challenges were facing JT?

JT had set an objective to raise awareness of its full capabilities to its customer base. They needed to conduct several outbound campaigns, in stages, to increase take-up of their full offering and to elevate their position amongst their existing customer base as a complete broadband and telecoms supplier.

JT had the budget for these campaigns but no resource to conduct them effectively in-house. As they already have an existing relationship with KC Media, they felt confident we could deliver the solution.

Solution

KC Contact Centres provided a complete campaign management service, using the latest contact management system to quickly process raw data and launch each campaign quickly and effectively. By providing a 'turnkey' solution, JT was able to set activity and completion criteria, safe in the knowledge that KC Contact Centres could turnaround several campaigns quickly, effectively and on time.

Benefits

- Phased approach created an average conversion rate of over 38% which included; upselling, improving customer retention and re-engaging with previous customers to take a fresh look at JT
- Worked closely with JT and built an instant rapport to ensure we understood their customer long before we made the very first call and to ensure the campaign was successful
- A seamless service provided by training our staff in to the 'JT way of doing things' to ensure consistency in customer care
- Built a model that fit in with JT's requirements, met their specific objectives and was cost effective

To find out more about how KC Contact Centres can help your business
call **0800 915 9000** or email info@kcontactcentres.co.uk

