

Retail Account Management

THE CHALLENGE

One of the nation's largest retail gift and card companies partnered with RDI to replace its internal telephone account management team, whose sales were dwindling as operating costs increased. The company needed a business solution that would help it increase market share while reducing operating costs.

OUR APPROACH

RDI's business intelligence team utilized its extensive B2B experience to isolate critical problems with the company's existing model. The primary issue: the telephone management team was overstaffed, under-utilized, and exerting too much effort on non-revenue generating activities, costing the company money. RDI designed and implemented an end-to-end account management program that streamlined processes, increased utilization, and reduced the operating staff by 15%.

RDI also enhanced efficiency with a custom CRM tool that allowed telephone account managers to automate daily non-revenue-generating activities, such as making notes on interactions, accessing calendars, and reviewing account performance and trends.

This freed up more time and energy for higher-level tasks and increased the accuracy of administrative tasks.

THE RESULTS

Because of RDI's efforts to streamline the card manufacturer's account management program, the company experienced a significant increase in its bottom line. Successes included:

103% of the annual sales goal

15% reduction in operating staff

20% decrease in non-revenue generating admin work

44% increase in YOY revenue

20% reduction in operating expenses

33% reduction in training delivery time

THE CONCLUSION

The new account management program was highly successful in optimizing efficiency and increasing overall revenue for the card manufacturer. Keeping the need to maintain opportunities for future growth in mind, RDI's business intelligence team focused on a "right-size" solution, allowing the company to fully utilize its resources while reducing unnecessary waste. It was a definite win for the client, their employees, and their partner: RDI.

