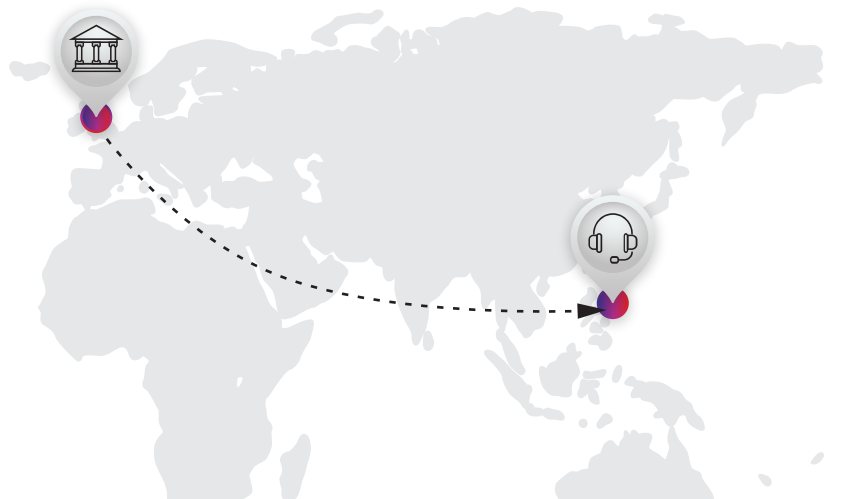


INSIDE SALES

PERFORMANCE VS. PRICE

THE CLIENT'S DILEMMA

ICON's UK-based telecommunication's client selected an outsourcing partner in the Philippines for their inbound B2B customer acquisition activity. Incoming UK calls were handled by non-native English speakers operating in a centre with an 8-hour time differential. The client's initial decision was based primarily on the low upfront costs offered by the supplier.



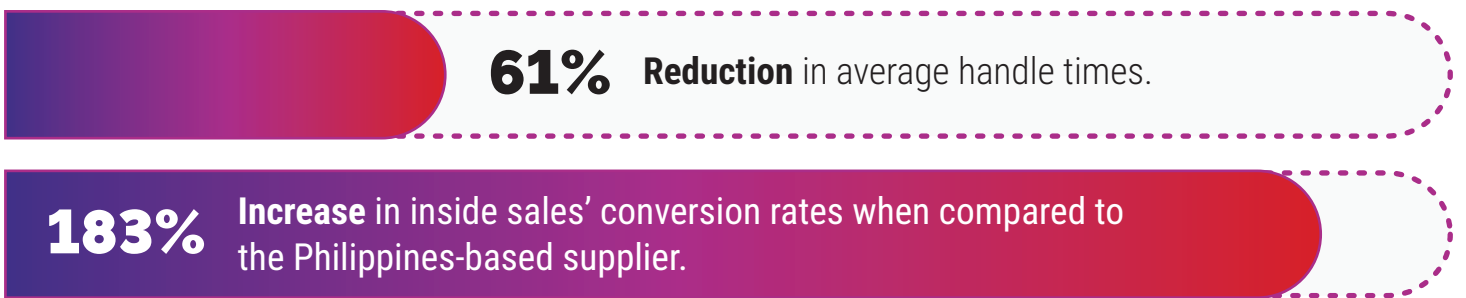
The client wanted to benchmark whether or not an outsourcing supplier that was more culturally aligned with their UK customers, could actually improve their inside sales performance.

WHY ICON?

ICON was selected for the trial due to its -

01	02	03	04
Proximity to the UK and large number of native UK inhabitants	B2B inside sales experience	Level of technology infrastructure	Marketplace maturity

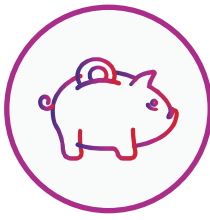
BENCHMARKING RESULTS



BENEFITS



CSAT scoring verified that the quality of communication specialists provided by ICON vastly improved the customer experience.



Cost per acquisition for each B2B customer was ultimately reduced.



The client had improved physical access to their Prague workforce.

PARTNERSHIP SUCCESS

- 01.** The client shifted the entirety of their inside sales BPO activity from the Philippines to ICON in Prague.
- 02.** ICON proudly maintains a successful relationship lasting 9 years and they have since expanded their operations to include B2B technical support.
- 03.** The client has since engaged ICON expertise to help them penetrate new markets, including Australia, for further INSIDE SALES activity.

