

## *HPA Group Helps Our Customers Succeed*



### Expanded Call Center Operations

#### Business Situation

Client wanted to drastically expand its Sales Call Center capabilities in a very short period of time. Client had an existing 40-person Call Center that took leads for Field Sales on inbound calls. Plan was to expand the personnel to over 150 people in six to nine months and to have the capability to further expand to 600 Call Center Agents. At the same time, Sales functions were to be added to the Center.

#### Action

HPA planned and project managed the implementation of two new Call Centers in new locations that were linked together into a Virtual Call Center. Implementation included the integration of two ACDs, an Integrated Voice Response System, a new CRM application, access to existing legacy applications, a call monitoring system and all associated LAN and WAN connections.

#### Results

Currently the two Call Centers have over 450 agents performing many different Sales and Lead Generation functions. The Center now generates millions of dollars in revenue for the client and influences millions of dollars of additional revenue. The Center has proven to be a very cost effective sales channel.

#### Working with HPA

HPA has been commended within Xerox for its leadership role in the successful implementation of the Sales Call Centers.