

ListenTrust™ CaseStudy

ICTV

Customer Challenge

ICTV Brands goal was to convert inbound direct response calls to product sales. They challenged ListenTrust to hit a conversion rate of 30% on all calls. Additionally, ICTV Brands was looking for ListenTrust's support selling components, including product upsells, warranties, OnePay (getting payment in full, upfront), and recurring billings. It was important to ICTV Brands that the overall cost of the campaign and cost-efficiency per call created dynamic ROI based on where the product was in its lifecycle.

The ListenTrust Solution

When ICTV Brands initially engaged ListenTrust on the DermaWand campaign, they had high call volume among English speaking inbound direct response calls, but were uncertain whether they had experience similar strong results in Spanish language inbound direct response calls.

ListenTrust engaged 750 Spanish-speaking agents, based in our near-shore center in Hermosillo, Mexico. In order to ensure optimal results, our agents received comprehensive training. In addition to our intensive ListenTrust University curriculum and coaching, we focused on sales training related to trial offers and immersive product demos.

ICTV Brands came to our facilities in Mexico to spend time with every agent, provide on-site training, and answer any questions agents had. To further ensure our agents were familiar with the products, ICTV Brands provided DermaWand product to use.

Customer

ICTV Brands™ (<http://ictvbrands.com/>) is a successful publicly traded direct response marketer that sells an array of consumer products, domestically and internationally.

ICTV utilizes a distinctive marketing strategy and multi-channel distribution model to develop, market and sell products through television, digital, live home shopping and retail. Focusing on devices, consumables and continuity programs, ICTV Brands has been in business since 1998.

Testimonial

"ListenTrust is not a vendor of ours...they are a partner. In a perfect world you would never run into issues when dealing with direct response marketing but the reality is that issues or unforeseen problems DO happen.

ListenTrust delivers top quality performance and results for ICTV Brands on a consistent basis but what's more important to me is that for the 1% of the time things do not go as planned they react as a partner and not just another vendor."

- Vince Dargush Vice President of Operations, ICTV



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Customer Outcome

ListenTrust consistently exceeds weekly goals resulting in greater donation amounts than expected for the client. In addition to one-time donations, recurring monthly donations and multiple donations are an important source of funding.

In side by side tests, ListenTrust outperformed the hospital's English language call center as well as the customer's other Spanish-language call center, delivering nearly 200% more recurring monthly donations and additional one-time donations. The customer has benefitted with more monetary assets, thus providing more children and families with the critical care they need at no cost.



We are now ICTV Brands' customer service partner for all beauty products, including: DermaWand, DermaVital, DermaBrilliance, Jidue, Ultimate Pedi, Elastin-RP, Wrinkle Filler, and Juvion.

	DermaWand Save	Continuity Save	Overall Save
Save With ListenTrust	33.4%	27.9%	31.1%
Save Before ListenTrust	↑ 29.5%	↑ 26.0%	↑ 27.6%