

Call handling by a Voice Bot



Challenge

Bulex has an indirect sales model in which the commercial team manages a network of technicians who in turn distribute Bulex products. The sales team is **often called by the technicians for the same questions:** interventions, starting up a heat pump, documentation, technical questions,... **Follow-up is often too late, very time-consuming and they often act as a gateway.**

“Our Sales Team was overwhelmed with questions from their installers”

Bruno Vervinckt, Commercial director Bulex

Business impact: 2.989,1€/month/Sales

	Frequency	Loss	Total loss
Calls that could have been handled via email	24/month	10 min	240 min
Non-commercial and irrelevant calls	17/month	10 min	170 min
Timeloss due to voicemail & calling back	10u/month	120 min	1200 min
Revenue Loss due to lower productivity and dissatisfaction	1/month	1.700€/month	1.700€

Nota: Total Cost of Account Manager : 78,136€ for 214 working days of 7,6h or 48,04€/hour

Solution

Thanks to **a smart voicemail bot** it is now possible to automatically find out the reason why the technician takes contact. The right action is taken to guarantee a good follow up. For example, the salesperson can choose to automatically send an e-mail to the technicians who call for an intervention, with the right colleagues in CC.

Result

Salespersons do not longer have to spend their time calling back technicians. In addition, the technicians are also helped much faster. Each Account Manager had an average of 1,610 minutes of time lost per month and a turnover loss of 1,700€. The entire team of 8 people now **saves €23,913.1 per month** thanks to the use of the smart voicemail bot.