



Success Story

Small Business Contact Center Outsourcer

The Comb Group was selected over a variety of consulting firms to help this small organization reach the next, higher, level of performance. The organization was growing at 200% a year yet they were just 4 years old. Formal business processes had given way to day to day reaction in this fast growing organization. The study included all operational aspects including executive management, customer support, Outbound Verbal and Letter Correspondence (handling over 100,000 contacts per week), Collections, Sales, and Marketing, and Office Management. In less than 5 weeks, The team delivered recommendations that allowed this organization to save over \$41,000 a week in inefficient equipment, infrastructure, and people costs. Upon completion of the assessment, the organization requested that one of our senior consultants continue as an adviser and work with their management team to conduct a scorecard alignment to ensure that initiatives took hold and created sustained improvements. Through this process, this organization decreased order entry and setup from 11 days to 3 days, increased lead generation from 3 leads a week to 17 leads a week, increased sales closure rate from 40% to 75%, decreased IT turnaround for support issues from 4 days to less than 8 hours. Throughput within the contact center has increased 85%, all with human capital not technology improvements.

Timeline: 5 weeks from project initiation to report and tool delivery.

The Comb Group

Actionable Information, not just reports

About The Comb Group

The Comb Group is an independent consulting firm. Our organization was formed on one driving notion: there is untapped potential lying within all organizations that when identified, drive significant performance improvement.

The Comb Group services help clients achieve their business goals through planning and execution of projects such as workflow diagnostics, voice over IP migration planning, call center outsourcing strategy, information technology planning, and Balanced Score Card delivery.

Why The Comb Group? Because you improve your business the same way bees make honey...one comb at a time.

The Comb Group

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Industry Experience

No consultant with The Comb Group has less than 15 years of experience in their specific area of expertise. Our practices traverse a broad array of industries including Health Care, Banking, Insurance, the Public Sector, News and Media, and Small Business.