



Case Study #4: Call Center



“My experience with Chris has been over the top. Chris understands people and how to relate and interact on all levels of any business. He has assisted in increasing the quality and revenue of our business over the years, and I have truly enjoyed working with him and will always support what he does. Personally, he is a genuine person and I recommend him to any and all.”

**Yoni Epstein, Former Director of Call Center Operations
Sandals & Beaches Resorts
Jamaica**

Profile:

- World-famous, preeminent resort brand in the Caribbean with twenty 5-Star properties across Jamaica, St. Lucia, Turks & Caicos, Bahamas, Curacao, Grenada, Antigua, and Barbados
- Advanced sales infrastructure and marketing mastery
- High income client demographic
- Three call centers in Miami, Montego Bay, and St. Lucia
- Over 100 Luxury Vacation Specialists

Challenges:

- Incentive program misaligned
- Performance recognition programs misaligned, rewarding harmful versus helpful sales behaviors
- Key performance metrics missing
- Islander per capita income <\$20,000 when selling vacations averaging \$5000/week per couple, resulting in LVS financial projection and fear
- LVS's require years to develop deep product knowledge
- Sales process and offers fixated on price, not the guest experience



Sandals

Approach:

- Monthly recurrent visits and conference calls
- Deployed curriculum designers, platform speakers, heavy phone and e-chat side-by-side coaching sessions
- Mentored and calibrated supervisory team on coaching assessments to ensure feedback was consistent from supervisor-to-supervisor
- Integrated audio length-of-call, pausing, and volume analysis to remove common phone sales roadblocks

Partnership Impacts:

- Raised conversion on inbound calls from 8% to 10% (+25% performance improvement)
- Introduce a modified Six Step Sales process to optimize revenue per booking and ancillary services i.e., weddings, excursions, and butler service, all prioritized by profit contribution
- Dramatically reduced LVS self-projection offering fear resulting in improved offer consistency and dialogue adherence across all centers
- Strengthened and unified the three centers' supervisory teams to assume the management effort internally
- Zero increase in AHT (Average Handle Time) or complaints