

# Boost Customer Acquisition



## The Challenge

As a regional telecom provider, this client offered current customers wireless phone contract extensions to increase revenue.

Education at Work replaced the previous provider of outbound sales solutions.

## The Solution

As digital natives born in the smartphone era, EAW's student-employees were able to clearly articulate the value proposition including:

- The benefits of extending mobile phone contracts
- Upgrading phone plans
- Features of the mobile devices

As a result, the program had a sale conversion rate of 6.4%, three times greater than the previous vendor's performance and way beyond the client's expectation. However, they sold out of the iPhone upgrades quickly, and still needed to exceed sales goals.

**The students identified features of the Android phone consumers might find appealing. The benefits they worked into their pitch included:**

- A higher resolution camera
- A highly customizable user interface
- More data storage

This strategy was effective and convinced iPhone loyalists to switch over to Android. The workforce successfully sold more mobile device upgrades and contract extensions, contributing to bottom line growth.

## The Outcomes

Through this partnership, EAW's regional telecom client greatly benefited from the creative, tech-savvy abilities of their student workforce.

Education at Work in comparison to the previous vendor generated **3x the sales!**

Learn more at  
[educationatwork.org](http://educationatwork.org)  
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