

# Creating New Revenue Streams in Challenging Times

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Talent and Dexterity

# Objective

- This presentation seeks to discuss new ways through which Contact Centre Managers can tap into new revenue streams despite the economic downturn.
- It also discusses briefly, the steps needed to implement these suggestions and ensure success.

# Background

- Global Economic Crisis
- Oil Price Crash
- Budgetary Issues
- Reduced Government Spending
- Banking Crisis
- Decreased Consumer Spending

**We are in the middle of a crisis !**

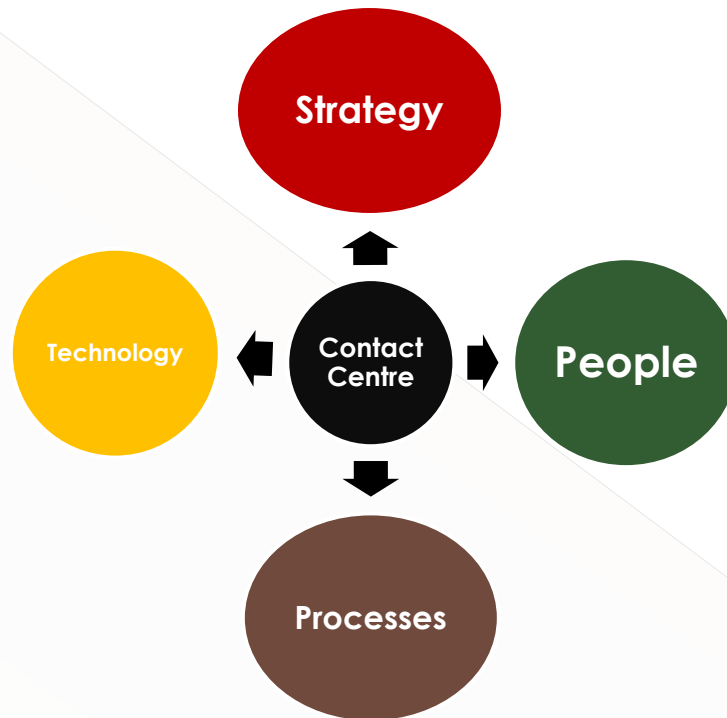
# Contact Indices

- Decreased Product or Service Uptake
- Increased Customer Objections
- Reduced Revenue Intake
- Increased Management Pressure
- Decreased Agent Occupancy
- Possible Rationalisation
- Diminished Contact Cent.r.e Role

# What Options ?

- Think Synergy: Who is close-by and needs my service?
- Examine Contact Centre Data: Who would love to have my data ?
- How would they use my data ?
- Can I use it for revenue?
- Audit Technology: What can I lease ?
- Use existing Staff !
- Use Backward Integration: Providers

# Contact Centre = Data



**Some of us are sitting on a Data Goldmine !**

# Data

- How many Contacts ?
- What Spending Habits?
- Analyse Data
- Who Wants to Reach Them?
- How can I help to reach them ?
- What can I charge for the Service ?
- What Are the Legal implications ?

# Opportunities



- Bulk SMS
- Pre-recorded Calls
- Events Marketing
- IVR Port Leasing
- Registry Services
- Insurance Sales
- Surveys and Research

# BULK SMS

- Churches
- Small Businesses, Schools e.t.c.
- Events, Shows and Exhibitions
- Government Agencies
- Political organisations

How much revenue would you make by sending bulk SMS for RCCG Monthly ?

You can buy as low as 2.50 naira and sell at 4.00 naira per SMS!

# Pre-Recorded Calls

- Political Parties
- Government Agencies (e.g. FIRS)
- Religious Organisations
- Good Nation: Great People

# Before Leaping...



- Build a Business Case
- Create Policy Framework
- Get Management Approval
- Ensure Appropriate Controls
- Prospect for Clients
- Create Quality Control Mechanism

**Think Through !**

Find Your Niche..



Increase your  
Revenue  
Intake!