



CASE STUDY

Different, But Nobody Knew

Even a company that excels at making connections sometimes needs new ideas.

Even a company that excels at making connections sometimes needs new ideas. That was the case for Protel BPO, a nearshore contact center services provider that prides itself on employee training for superior customer experiences.

Protel BPO is unique in the industry. They are highly supportive of their agent teams, offering in-depth training and career development as well as incentive programs that demonstrate the value that each employee offers the company. The focus on equipping and empowering employees has the end result of better services for client customers.

In addition, Protel BPO provides unmatched service. Customers are treated to knowledgeable, helpful interactions with agents, all drenched in legendary Belizean warmth.

Despite the obvious advantage of partnering with a contact center services provider that is committed to this level of excellence, Protel BPO was struggling to communicate its message to potential customers. Their challenges were complex:

- Contact center services are a highly-competitive market, with many providers vying for the attention of companies.
- The slowing of the economy has hit every industry, even contact center services providers.
- Protel BPO realized that they weren't making the most of the opportunity to connect with audiences via social media.



Clarifying the Message of Protel BPO

SJC Marketing developed a multiprong strategy to equip Protel BPO to connect with audiences no matter which way the economic pendulum was swinging. With a targeted email lead generation campaign, and a consistently high-quality content generation and distribution strategy for blogs and LinkedIn, Protel BPO found new ways to demonstrate what made their agents and company exceptional.

SJC Marketing helped Protel BPO clearly define their brand messaging and what differentiated their agents from those of competitors. Using this information, they developed resources designed to speak to common pain points among their target audience, including the

poor agent quality in typical contact center settings and the lack of involvement companies typically have in training the agents that will serve their customers.

A series of targeted, downloadable documents covering topics like training, the Protel incentive process and leadership also helped carry the marketing success. Social media ads supplemented the work across all platforms, targeting key audiences based on the success of keywords and website traffic visits. Guiding a professional video and utilizing key messages in small snippets from that video also generated engagement from a unique angle.

Audiences Discover Protel BPO

The impact of Protel BPO's venture into an increased focus on communicating their message and engaging with customers was immediately measurable. For instance, the number of unique page views on the Protel BPO site jumped from 874 each month to 2,064.

The company also saw a jump in the number of leads that reached out, with 50 new leads getting in touch with them through their online "contact us" form.

Social media also saw growth, with LinkedIn followers increasing by more than 50 as a result of Protel BPO regularly posting three times each week, creating a predictable way to connect with audiences on a regular basis.

The right strategies for a company's online presence can contribute to their search engine optimization (SEO), and for Protel BPO, the result is that when an online visitor searches "contact center in Belize," Protel BPO is the first listing. These successes multiply as more strategies are put in place.



About SJC Marketing

SJC Marketing is a full-service agency staffed by creative professionals specializing in every aspect of marketing, from strategy and content marketing to social media management, web design and video marketing. The agency began as many small businesses do, gathering around kitchen tables and at coffee shops as the surrounding community began to recognize a reputation for quality work and unique ideas. Today, SJC Marketing has two locations in the Kansas City area and serves clients locally, across the country and internationally.

sjc.marketing