



Eir Case Study

**How PSI has helped  
Eir slash their  
sales lead times**

## When longer is shorter

### – how PSI has helped Eircom slash their sales lead times

Founded in 1999, Eir is Ireland's largest telecommunications operator. Their extensive portfolio of includes mobile, landline and broadband telecoms services for residential and business customers.

Working in partnership with an outsourced marketing and sales organisation, Eir operate a network of 70 field sales reps, across six geographic regions. The team have been using PSI to manage their sales interactions since 2010.

## Problem



The field sales team is responsible for converting leads and signing up new residential customers to one of Eir's telecoms packages. The six regional managers would assign a batch of leads to their team, and each rep would make a house call to complete the relevant paperwork.

The paper-based application was relatively quick to complete while on site, but the process slowed to a crawl as soon as the rep left the customer's house. Forms took 24 to 48 hours to arrive back at head office – an unacceptable delay for customers expecting their new telecoms service to begin quickly.

There were further complications when it came to processing direct debit details. Although customers completed the relevant details as part of the sign-up process, they would have to be re-verified by phone once the paperwork arrived at head office. The entire process was time intensive, costly and prone to error as information was entered into Eir Billing, the contract management platform used to track customer contracts and accounts.

## Solution



Deciding that the paper-based system was preventing the field sales team from achieving maximum productivity, a management decision was taken to replace it with an electronic equivalent – PSI. Issued with Samsung Galaxy Tab tablets, Eir reps now have instant access to survey and sales tools, giving them everything they need to close more deals.

“The PSI platform was an instant improvement,” says Mark Higgins, head of field and affiliate sales, “not only are our reps better equipped, but I now have instant insight into sales. I can see which bundles are selling well, which regions are hitting their targets and the progress of orders. All in real time.”

“The simplicity of the system should not be ignored either. The PSI interface is simple, data is easily accessible, and the customer sign-up wizard straightforward. This means that our reps can give more of their attention to clients, further smoothing the sales process and raising the quality of service we give them.

“Most importantly, PSI integrates natively with Eir Billing to save time, reduce data errors and greatly simplify the sales and sign-up process.”

Eir also now use the e-learning tool to help keep their field reps up-to-speed at all times. Pricing or product changes can be sent direct to field reps in as little as five minutes, so they are always armed with the latest data when they approach new customers

“We have found the PSI e-learning tool to be invaluable too,” explains Higgins, “Downtime is disastrous for a field sales team, but with access to learning materials, our reps can use every minute of their time productively. And we’ve also been able to cut down on training expenses because we no longer need to organise training days or similar. We’ve freed our team to get on with the important job of serving customers and selling products.”

## Outcomes

Using the PSI mobile app it now takes an average of 25 minutes to complete the customer sign-up process – longer than the original paper-based system. However, these extra few minutes are immediately reclaimed once the application is logged directly into Eir Billing. The connection lead time is reduced from 48+ hours to 25 minutes.

“Our data error rates have fallen significantly and we almost never have to contact customers for clarification of data missed or entered incorrectly during the sign-up process. Our customers are also better protected because their direct debit payment details aren’t left floating around in the sales rep’s briefcase – they are entered directly into Eir Billing, so there are no copies left anywhere else.”

Being able to get to prospects more quickly has had other benefits too. “If our team was less well prepared, we would have to significantly lower our daily targets in order to achieve them. I believe that our daily targets are between 15 and 20% higher using PSI than they would be if we still used paper forms.

## Conclusion

The PSI toolkit has help Eir achieve their initial goal – to speed up the customer onboarding process – and delivered a number of additional benefits in the process. Data is more accurate and more transparent, allowing the sales team to monitor performance and enact improvements in real time.

The Eir field sales team is also better equipped to meet the needs of their customers, thanks to instant access to training materials and documentation. If they have a 3G mobile signal, they can upskill themselves, improving their chances of closing more deals.

But the final word goes to Higgins, “Ultimately using PSI has helped us reduce the cost of each sale.”



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