TO: Mr. Ralph Mayberry, Owner

FROM: Melanie Crosman, Crosman Consulting

DATE: March 10, 2011

SUBJECT: ANALYSIS OF TELEPHONE FEATURE SURVEY

# ABSTRACT

The purpose of this report was to analyze sales associates priorities towards new phone system features that are to be installed at ABC Sporting Goods Supplier in order to recover lost sales over the last quarter. Sales over the last quarter have dropped largely because of missed calls, unreturned calls, and lost voicemail messages. The phone system that has been selected to address these problems includes voicemail and call forwarding, and a choice of three other options. Crosman Consulting has been hired to determine what the three other choices should be. The course used to gather the information from sales associates was a voluntary survey conducted over an eight-week period. These surveys were used to determine which three new phone features would be the most beneficial to a sales increase. The survey results were then tabulated and analyzed to determine which three phone features would be the most beneficial. Based on these results, recommendations are made regarding features that should be included in the new phone system.

## Introduction

Background. ABC Sporting Goods Supplier is a market-leading supplier of sew-it-yourself baseball kits in the southwest United States. Sales have dropped 8% over the last quarter. The drop has been blamed on the antiquated phone system that routinely drops calls and transfers calls to the wrong extension. ABC Sporting Goods Supplier owner, Ralph Mayberry, has numerous phone calls a day from frustrated sales associates complaining about the phones. As part of an effort to regain sales, the board of directors has agreed to install a new phone system. The new phone system that is being considered accommodates three new features in addition to voice mail and call forwarding. Crosman Consulting has been hired to determine what the most beneficial features should be.

Problem. The problem of this report was to find which phone features would help boost sales at ABC Sporting Goods Supplier.

Purpose. The purpose of this report was to analyze survey responses to determine which new phone features in addition to voicemail and call forwarding would be most beneficial to the staff.

Scope. The scope of this study is survey the staff at ABC Sporting Goods Supplier to determine which three new phone system features would have the biggest impact on improving sales. After the eight-week survey period, there were 47 responses, the results of which are shown below.

## Procedure

The data was collected over a period of eight weeks in which each survey was given to each of the group managers to distribute to their sales associates. Each of the surveys consisted of a list of each of the eight available new phone features and they were to assess each feature necessary, useful, nice, or not needed. To collect the surveys, the sales associates were to give them back to the group managers and Crosman Consulting would collect them at the end of the eight-week survey period. The survey results were tabulated and then ranked by their importance to the sales associates.

## Findings

The findings in this report are based on the surveys that were given to the sales associates at the firm. Each of the sales associates was to rate the importance of each feature with one of four ratings: essential, useful, nice, or no need. From these results it is found that a message waiting notification is the most important feature, followed by caller ID, and multi-line features respectively. Distribution list, multi-line, and transfer features each had seven people feel it was essential for their work space, so to decide which is more important the next rating must be considered. When it comes to ”nice” to have, multi-line has more votes. Call waiting, speaker, and conferencing based on the surveys are not as high of a concern for the sales associates.

TABLE I. PHONE FEATURE SURVEY RESULTS AT ABC SPORTING GOODS SUPPLIER

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Feature** | **Essential** | **Useful** | **Nice** | **No Need** |
| Message Waiting Notification | 35 | 4 | 5 | 3 |
| Caller ID | 11 | 33 | 3 | 0 |
| Distribution List | 7 | 2 | 1 | 37 |
| Multi-line | 7 | 6 | 3 | 31 |
| Transfer | 7 | 6 | 2 | 32 |
| Call Waiting | 5 | 6 | 21 | 15 |
| Speaker | 4 | 1 | 13 | 27 |
| Conferencing | 3 | 14 | 1 | 29 |

## Analysis

The survey results suggest that the drop of the sales is largely due to the ineffectiveness of the phone systems available in ABC Sporting Goods Supplier. The sales associates do not realize they have voicemails without the message waiting notification feature on their phones. Many sales are lost when customers do not get the promptness they expect, causing them to go to other suppliers. Adding this feature would allow sales associates to respond to customers before they go to other competitors. The survey results also show that sales associates believe that caller ID and multi-line are important to their everyday work. These two features work together to make sales more efficient. Associates will be now able to see who is calling when they are on the other line. This will ensure that the company’s most important clients will have their phone calls answered instead of being directed to voicemail and unanswered. When a caller fails to leave their phone number in a voicemail, caller ID will allow for sales associates to still return the phone call.

Conferencing and speaker were determined to be the least necessary of the features offered. Most of the sales done at ABC Sporting Goods Supplier are done one-to-one, so the sales associates rarely have the need to do any conference calls. Speakerphone was also felt unnecessary by the sales associates because calls made on speakerphone feel very impersonal. ABC Sporting Goods Supplier needs to rebuild personal relationships with their customers in order to regain sales, and the impersonal feel of speakerphone calls is counter to this need.

## Conclusions and Recommendations

Conclusions. The following conclusions are based on this study:

1. Sales have dropped eight percent due to the ineffectiveness of the current phone system.
2. Sales associates at ABC Sporting Goods Supplier feel that a message waiting notification is an essential feature of a new phone system.
3. Sales associates at ABC Sporting Goods Supplier feel that a conferencing is not an important feature of a new phone system.

Recommendations. The following recommendations are based on the conclusions of this survey:

1. To help recover lost sales, proceed with the installation of a new phone system.
2. In addition to voicemail and call forwarding on the new phone system, message waiting notification, caller ID, and multi line features should be installed.
3. When installing the new phone system, conferencing and speakerphone should be left out of the new system.
4. Analysis of the new phone system and sales profit should be conducted in three months to look at the effectiveness of the new phone system.