

Bosley Ramps Up Sales and Marketing Efforts with High-Efficiency CRM Platform

The Challenge

For 32 years, Bosley has been a world leader in hair loss and hair restoration, having performed almost 200,000 hair transplant procedures on men and women from 60 countries. As the company grew, executives increasingly saw the need to create business efficiencies and drive sales by modernizing its sales and marketing processes. Although the company receives a steady flow of inquiries about its services, the challenge is convincing people to schedule an initial consultation and ultimately become a patient. Even a small increase in the conversion rate—just a one-half percentage point—would generate millions in additional sales. Overall, Bosley sought a solution that would:

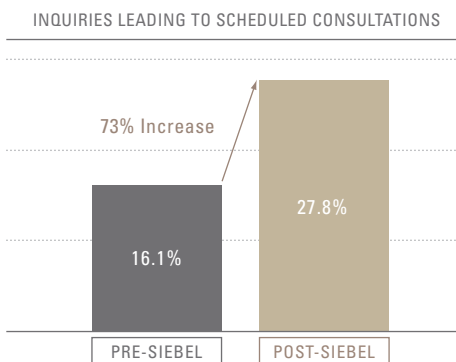
- Boost revenue by converting more prospects into paying patients
- Automate appointment scheduling and follow-up communications
- Leverage business intelligence to increase effectiveness of marketing and sales programs
- Improve the scope and effectiveness of call center operations

The Solution

In 2006, Bosley upgraded to the latest version of Oracle's Siebel CRM solution, deploying applications to automate sales, marketing and call center operations. Since then, the company has significantly improved the way it manages patient relationships and marketing campaigns. At its Siebel-enabled call center, Bosley established an efficient, context-sensitive process for following up with prospective patients and providing the latest information about new products, discounts and special offers.

Siebel Customer Relationship Management also enabled the company to track the effectiveness of marketing campaigns and better define targeted audiences. Overall, executives say the system is helping generate more initial consultations, which is expected to lead to more paying patients. Key benefits include:

- Created an efficient, workflow-driven process for scheduling appointments and following up with prospective patients after initial consultation
- Increased the number of consultations scheduled per inquiry by an estimated 73%
- Handled more calls with fewer agents, increasing productivity by 30%
- Decreased the time needed to generate patient lists from days to hours
- Boosted effectiveness of marketing campaigns by tracking responses and adjusting targets
- Enabled future adoption of remote-working capability for call center agents



HEADQUARTERS:	Beverly Hills, CA
FOUNDED:	1975
INDUSTRY:	Professional Services
EMPLOYEES:	425

HIGHLIGHTS:

Goal

Increase sales and lower costs by establishing a comprehensive client management system and increasing the scope and effectiveness of call center operations

Solutions

- Siebel Customer Relationship Management

Results

- Increased conversion rate of phone inquiries to scheduled consultations by 73%
- Increased call center agent productivity by 30%
- Decreased time to generate client lists from days to hours

“By integrating our computer telephony system with our Siebel CRM system, our call center agents can instantly bring up client records when a call comes in. It’s really enabled us to better utilize our service agents and position our call centers more effectively.”

ARMEN MARKARIAN
CHIEF OPERATING OFFICER
BOSLEY