



 Case Study

From Cold Calls to Closed Deals: How ContactPoint360 Boosted Energy Sales

Overview

A leading U.S.-based energy provider operating in deregulated utility markets partnered with ContactPoint360 to elevate their outbound tele-sales performance. The collaboration focused on improving conversion rates, reducing cost-per-acquisition (CPA), and ensuring 100% compliance with telemarketing regulations across residential and small business segments.

Challenge

Inconsistent Sales Output

Agents frequently missed daily conversion targets, limiting growth in competitive utility markets.

Elevated Cost-Per-Acquisition (CPA)

Lack of lead filtering and inefficiencies in pitch execution were inflating CPA.

Regulatory Risk Exposure

Large-scale outbound calling operations carried high risk of non-compliance with TCPA regulations.

Lack of Actionable Insights

Absence of real-time monitoring and structured coaching loops resulted in delayed performance interventions.



Solution

📍 Sales Optimization Program

- Built agile sales pods with 28 dedicated agents trained in energy sector regulations and value-based selling.
- Implemented TCPA-compliant scripting, consent flows, and real-time eligibility checks using ZIP code and utility databases.
- Rolled out daily QA scorecards to evaluate opening, objection handling, and closing effectiveness.

📍 Tech-Enabled Dialing & Reporting

- Deployed predictive and preview dialers to match outreach strategy with lead types.
- Enabled PowerBI dashboards for live performance visibility and coaching alerts.
- Initiated weekly roleplays, call calibrations, and compliance reviews with client QA teams.



Impact

Through a performance-led strategy, **ContactPoint360's Jamaica site was recognized as the client's top-performing vendor** and elevated to preferred partner status across several utility markets. This achievement was driven by consistent results, strict regulatory adherence, and clear improvements across all key sales metrics.

Results

Performance Area	Baseline	Achieved	Impact
Sales Conversion Rate	14%	22%	+57% increase in conversions
Cost Per Acquisition (CPA)	\$112	\$108	4% reduction via better lead filtering
Compliance Rate	96%	100%	Zero flagged calls; full TCPA adherence
Pitch Quality	Avg. Score 6.4	Avg. Score 8.1	Improved closing skills and scripting
Daily Coaching Compliance	42%	95%	Near-complete adoption of performance loops
Client Satisfaction	Not Measured	Preferred Vendor	Elevated to top partner status

Conclusion

By partnering with ContactPoint360, the client transformed its outbound energy sales operation into a reliable, performance-driven engine. Structured coaching, intelligent outreach tools, and disciplined governance helped drive tangible results—achieving faster sales cycles, reduced acquisition costs, and flawless compliance. The program's impact ultimately earned ContactPoint360 a position as the client's preferred sales partner across multiple utility regions.



About ContactPoint360

ContactPoint360 stands as a global frontrunner in the realm of contact centers, offering an abundance of expertise to revolutionize the way businesses interact with their customer base. Our distinctive industry-specific approach empowers clients to envision, establish, and operate efficient enterprises through pioneering technological concepts. Headquartered in United States, we extend our influence across 11 CX centers worldwide, and our expansion continues. Discover how ContactPoint360 empowers clients to realize their aspirations by visiting our website

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