



Case Study

\$1M in Just Six Months: The Power of Expert Sales Support

Legal technology and service company exceeds high financial and customer satisfaction targets through outsourcing

The Challenge

Increasing sales revenue and promoter scores

A leading legal technology and service company was poised for significant growth. Leaders wanted to increase their client base but the company’s in-house sales team lacked the capacity.

But in a field where trust and confidence are paramount, dissatisfied clients can not only damage a firm’s reputation but also lead to costly disputes. The company needed an external sales team that could drive substantial revenue, handle complex products and deliver exceptional service.

TaskUs was chosen to achieve high sales targets, minimize errors in tax packages and maintain strong net promoter scores (NPS).

The Solution

Building a high-performing sales team

Setting up the program in our Tijuana, Mexico location, we started by building a strong leadership foundation. Our operations, quality assurance, recruitment and training leaders underwent intensive training and hands-on experience through two weeks of calls.

Next, we revamped the hiring process. Team leaders participated in interviews, focusing on selecting candidates with practical experience, attention to detail and strong communication, problem-solving and relationship-building skills.

To accelerate learning and development, we designed a comprehensive training program. We made training more engaging and built a resource library with examples of good and bad calls for everyone to learn from. To get new hires up to speed quickly, we had them take calls even before nesting.

The Results

Our expert teams consistently outperformed the company’s in-house team and delivered the following results:



About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fastest-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, Technology, FinTech, and HealthTech. As of June 30, 2024, TaskUs had a worldwide headcount of approximately 51,700 people across 27 locations in 12 countries, including the United States, the Philippines, and India.

For more information, please visit:

www.taskus.com/services/sales-outsourcing-services/.

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