

Numbers and Operations: Telemarketing Manager

Telemarketing

Job Description: Manage a group of phone telemarketers and help them reach the office averages. Interview, hire and train new employees.

Problem:

During the year 1998, 109 telemarketers spent 8,943 hours talking to prospective customers. There were 180,317 presentations and 34,751 sales.

1. What was the average number of hours each telemarketer talked to customers?
2. What was the average number of presentations per hour? Sales?
3. What was the conversion percentage of sales to presentations?

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Solution:

1. $8,943 \text{ hours} \div 109 \text{ telemarketers} = 82.04$ average hours for each telemarketer

2. $180,317 \text{ presentations} \div 8,943 \text{ hours} = 20.16$ presentations per hour

$34,751 \text{ sales} \div 8,943 \text{ hours} = 3.89$ sales per hour

3. $34,751 \text{ sales} \div 180,317 \text{ presentations} = .1927$ or 19.27% conversion of sales to presentations