

TURNING SERVICE INTERACTIONS INTO SUCCESSFUL SALES

Increasing operational efficiency can generate significant savings



However...

Companies need to sell more in order to increase the top line.



In today's digital reality, consumers are bombarded with

5,000

marketing messages per day!



84%

of 25-35 year olds have left a favorite website because of intrusive or irrelevant advertising

200

million Americans have registered their phone numbers on the FTC's "Do Not Call" list

86%

of people skip television ads

91%

of email users have unsubscribed from a company email that they previously opted into

44%

of direct mail is never opened

How can you ensure your message cuts through the noise?

Timing

A sales offer during an inbound service interaction is x 10 more effective than any outbound marketing technique

Customer Experience

Extremely high satisfaction drives loyalty and recurring business. 63% of very satisfied customers report increased loyalty

Relevancy

A relevant, personalized offer makes 69% of people feel more like good service than a sales pitch

Let's take for example:



The Customer

A global business process outsourcer providing service to a tier-1 Telcom Service Provider



Provider was looking to

- Increase operational efficiency
- Reduce AHT
- Increase revenues

Before



Long wait time

A customer inquiry about a statement required a very long wait time to get an agent on the line



AHT

Then the Agent needed to look up the last 3 statements manually and process the data in Excel, resulting in > 12mins wait time



Dropouts

Many customers did not wait that amount of time and just hung up...



Conversion rate

Caller frustrated and impatient, not the right time to try to upsell

Boosting Agent Sales Performance:



A customer inquires about a recent statement



NICE Service-to-Sales displays the account and usage info on the Agent's desktop in real time



NICE Service-to-Sales takes all data entries and calculates the best offer



Then the system guides the Agent in real time to successfully x-sell or upsell

After

-50%

Average Handling Time

+115%

First call resolution

+150%

Sales Conversion

-14%

Dropouts

Increased **\$4700** per seat / year



Test Yourself:

1. Do your customer service representatives have the tools to meet their sales goals?
2. How do your Agents qualify a service call as a sales opportunity?



NICE