SERVICE TO SALES

Make Every Interaction Count
Your company’s contact centers and retail stores and/or branches field thousands of inbound contacts every day - all initiated by customers. These are the same customers who opt out of traditional outbound marketing and who have very little tolerance for what they perceive as intrusive, non-personal solicitations about products and services. However, research shows these customers do value relevant and timely offers made at the point of contact, particularly those that are relevant to them. In fact, the right offer made at the right time can be a linchpin of customer loyalty and satisfaction.

Are your Customer Service Representatives (CSRs such as contact center CSRs, branch officers, tellers, and more) equipped to seize those opportunities?

Maximize Sales Potential From Every Inbound Interaction

How can a CSR possibly be prepared to respond with insight and targeted offers to any and every inbound - and therefore unpredictable - interaction? How can a CSR move effortlessly from service to sales? With ease, with the right solution.

NICE Service-to-Sales eliminates common obstacles to successful inbound sales interactions by:

- Helping CSRs make a smooth narrative transition from service to sales
- Selecting what to offer and when
- Guiding CSRs to make the offer in a timely and convincing manner, overcome objections and ultimately close the deal
- Automating the order so CSRs can focus on the interpersonal aspects of interactions and achieve strategic KPIs such as Average Handle Time and Customer Satisfaction in the contact center and Profitability in the branch/retail store
- Motivating agents using games, competitions, badges and trophies to reinforce desired positive behavior
NICE SERVICE TO SALES
SOLUTION OVERVIEW

Let’s take a closer look at how NICE Service-to-Sales overcomes these obstacles and enables CSRs to transform service interactions to sales opportunities.

Revealing the Context

NICE Service-to-Sales identifies sales opportunities by understanding in real time who the customer is (demographics, past transactions, past responses to sales offers, interaction history, satisfaction level, etc.), who the CSR is (profile, skills, past sales performance, etc.) and what is happening during the interaction itself. The context of the interaction - and any sales opportunities therein - is revealed via CSR desktop monitoring and real-time speech analytics. Using these unique sensors, the solution is able to make the most informed decisions in real time, using the freshest data available, such as life-changing events or churn signs.

Making the Transition

Once the CSR has satisfied the customer’s service request, the CSR is now prepared to lead the interaction toward a potential sales conversation. NICE Service-to-Sales helps the CSR to make a smooth transition through guided dialog, including dynamic and contextual questions.
These questions help to build the customer’s expectations (“Wow, they’re trying to understand me better so they can better meet my needs”) and his responses help to enrich the organization’s customer data (his preferences, usage habits, etc.).

Determining What to Offer

As the interaction unfolds, the NICE real-time Sales Engine generates the next-best-offer based on:

- Customer Profile
- CSR Profile
- Interaction Context
- Marketing Strategy

The richness and uniqueness of the data the Sales Engine uncovers results in the most appropriate offer every time. Its hybrid next-best-offer and arbitration techniques - real-time scoring, segmentation and business rules - deliver offers that are as compelling for your customers as they are productive for your business. And, with self-learning capabilities built in, NICE Service-to-Sales continuously improves the relevance and results of offers, and CSRs’ comfort with selling them.
NICE Service-to-Sales optimizes sales processes while enabling CSRs to maintain focus on the customer. It automates offer disposition tasks, whether it’s executing the order, recording a lead, scheduling a follow up or sending information to the customer. By doing so, the solution saves time, eliminates errors, and provides a great experience for both the CSR and customer. Plus it guarantees sales objectives are met without sacrificing strategic contact center KPIs such as Service Level Agreements, Average Handle Time, Customer Satisfaction and Profitability.

Taking the Order

NICE Service-to-Sales provides CSRs on-screen call-outs with context-relevant information to help them make the offer. Scripts based on best practices identified via Interaction Analytics, key selling points and handy rebuttals defined by marketing help them navigate the sales conversation. This guided selling gives CSRs the tools - and confidence - to achieve higher conversion rates.

Motivating & Rewarding CSRs

NICE Service-to-Sales incorporates an innovative module to address performance management – the gamification module. In this module sales-related challenges and their associated KPIs are set. CSRs are given rewards, points and trophies according to their achievements which are then made public internally on leader boards and internal websites. The gamification module keeps CSRs constantly motivated and engaged with their sales goals.
Optimizing Each Interaction

Thanks to its integrated Interaction Analytics and Customer Feedback Solution, NICE Service-to-Sales enables organizations to learn and improve continuously. It automatically captures and feeds back valuable insights from interactions about...

**Customers:**
Generate better customer data through guided dialog and real-time customer feedback

**CSRs:**
Understand the best-practices of high-performing CSRs, provide targeted coaching to under-achieving CSRs, analyze the discrete parts of each interaction, analyze application usage

**Processes, offers and more:**
Find out which offers and products customers inquire about most often, fix broken processes quickly, improve sales collateral and scripts

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Real-time Next-Best-Offer

NICE Real-Time Sales Engine and inputs
NICE Service-to-Sales takes the relationship between marketing operations and human-assisted service channels (such as contact centers, retail stores and branches) to a whole new level. Its Sales Designer web application enables marketing executives to gain visibility into and thereby jump start inbound sales processes. It enables them to manage, orchestrate and analyze inbound marketing strategies across all channels by:

- Defining interaction-flow types: new customer, retention, up-sell, cross-sell or some combination thereof
- Pinpointing which customers are eligible for what offers
- Designing the questions CSRs should ask during customer interactions
- Selecting the techniques to generate the next-best-offer: business rules, real-time scoring, segmentation or aspects of each
- Fine tuning key selling points for each offer

### BRIDGE THE GAP BETWEEN MARKETING AND CUSTOMER SERVICE

### WHY IS IT UNIQUE?

- Balances between conflicting human-assisted service channel KPIs
- Fits your needs and is rapidly implemented in any technical and business environment
- Provides better Real-Time decisions, based on better inputs
- Improves the entire Service-to-Sales process, helping to Select the offer, Make the offer and Take the order
Contact Us

Transform your inbound service interactions into newfound sales opportunities. Click Here.
NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. www.nice.com