

Sales Optimization

Turn Every Interaction Into a Sales Opportunity



A context-relevant offer during an Inbound interaction is **10 Times more effective** than any outbound marketing technique



Gartner

Shifting to a Sales Oriented Organization



Know Your Customer

Use past **interaction analysis** and **real-time context** to better understand **customer needs** and drive agents on the path to conversion



Engage Employees

- Provide agents with **real-time context** of interactions
- **Motivate** and engage agents by using gamification improvements



Act in Real-Time

Identify sales opportunities in inbound interactions, **guide** the agent and **collaborate** with customers to ensure **conversion**



Close the Loop

- Manage complex **compensation** programs and **reinforce** the right behaviors by tying pay to **performance**
- **Analyze** performance & feed **insights** back for continuous improvement

Customer Success



Increased revenue per representative by **15%**

Nearly **4.5M** In annual return

ATENTO:

Increased sales by **\$5K** per seat / year

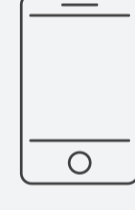
Reduced AHT in sales calls from **12.5 to 5.7** min.

Carphone Warehouse

Increased revenue by **22%**

Reduced commissions by **37%**

Reduced salesperson churn by **6%**



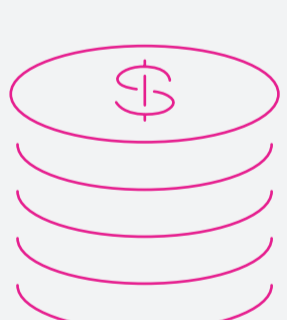
Organizations improve upsell / cross sale by

\$8-\$10 per mobile customer annually

A Powerful Suite of Solutions

Interaction Analytics

Reveal hidden business insights in real time and offline, and share best practices

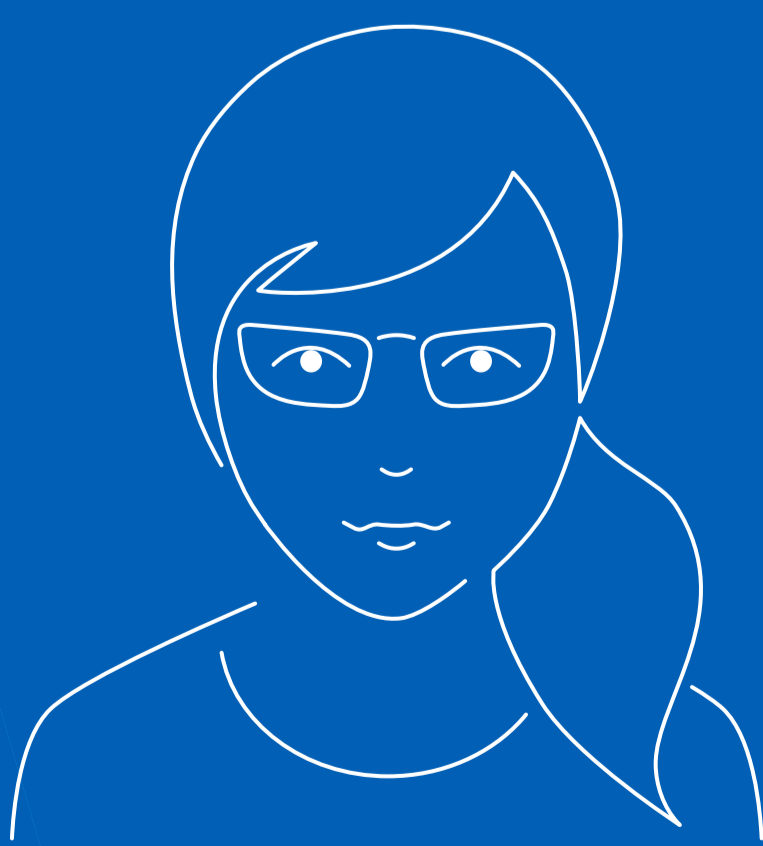
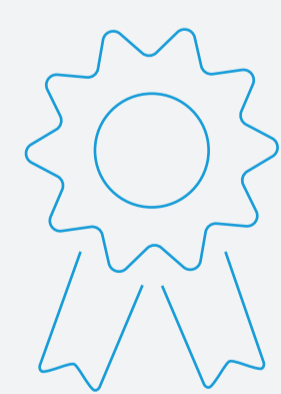


Real-Time Guidance and Process Automation

Guide agents in real time to successfully convert leads to sales

Compensation Management

Compensate employees according to defined business priorities



NICE is helping organizations **get closer to their customers**

and build a culture that delivers both better service and greater sales.

Our solutions align your entire organization around customer needs and drive action in real-time so that you never miss a sales opportunity

NICE is used by more than 80 of the Fortune 100 companies.

Visit www.nice.com for more information about our solutions.