

# 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

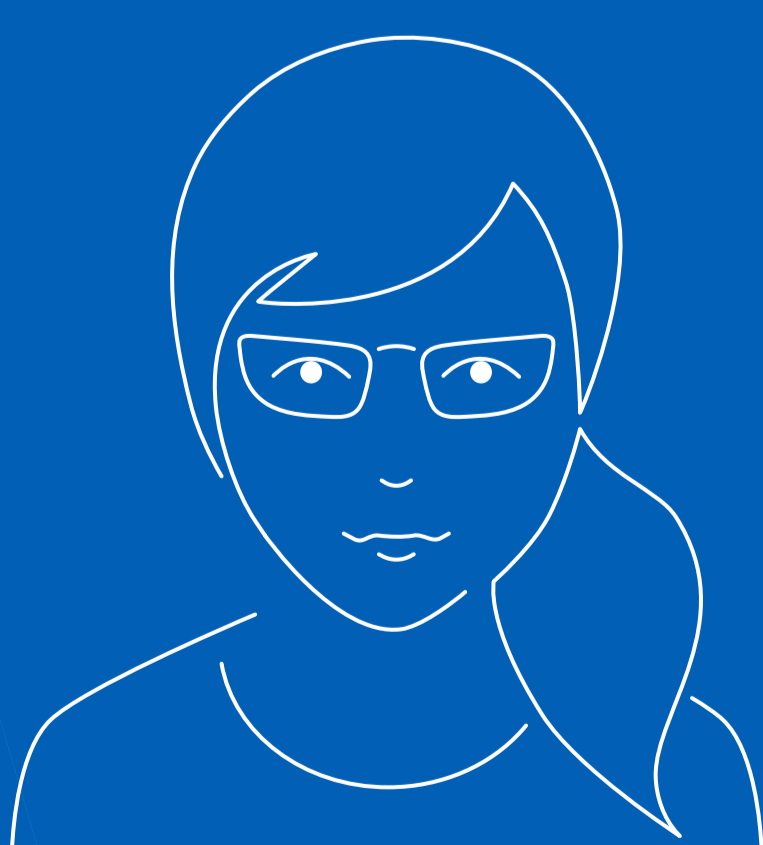
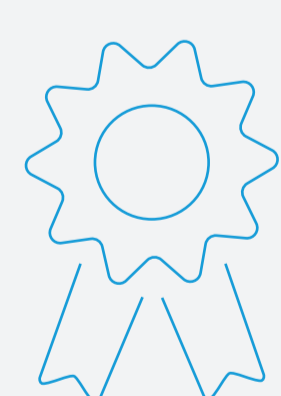


### Real-Time Guidance and Process Automation

Guide agents in real time to successfully convert leads to sales

### Compensation Management

Compensate employees according to defined business priorities



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