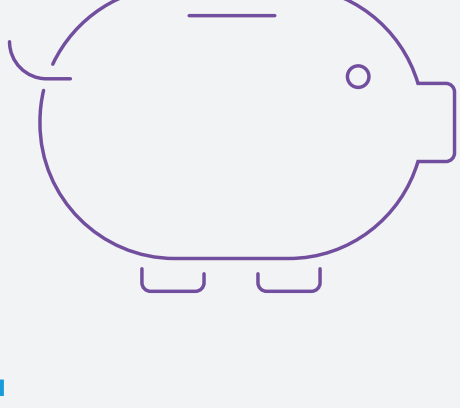


Turning Service Interactions Into Successful Sales



Increasing operational efficiency can generate significant savings

However...

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

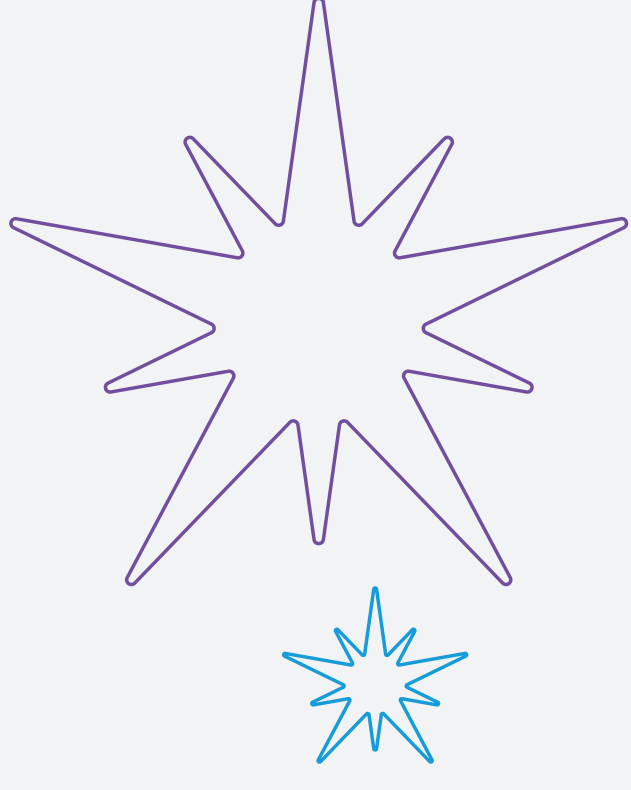
50.9%

Of respondents viewed their call centers as Business-critical Revenue generators



69%

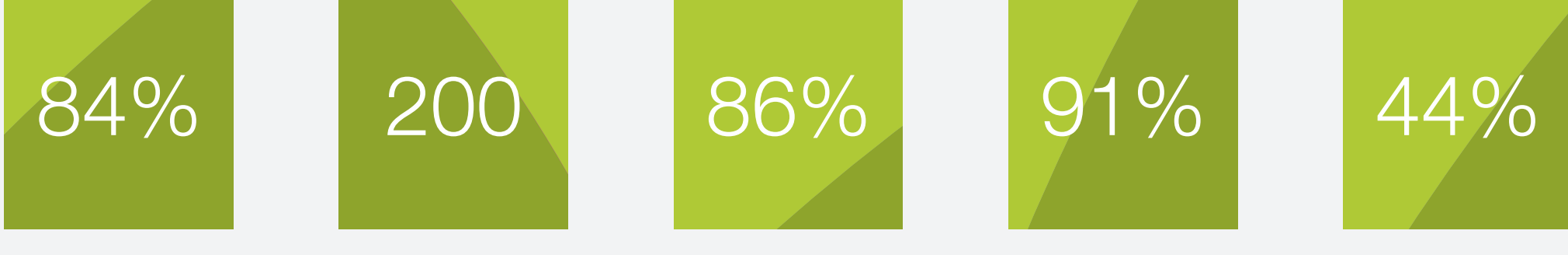
Of respondents said increasing sales is a primary goal for their contact center Organizations



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

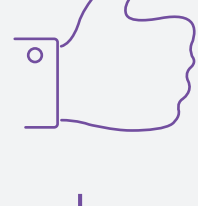
44% of direct mail is never opened

How can you ensure your message cuts through the noise?



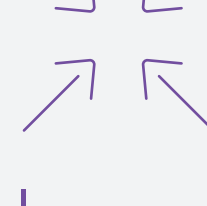
Timing

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

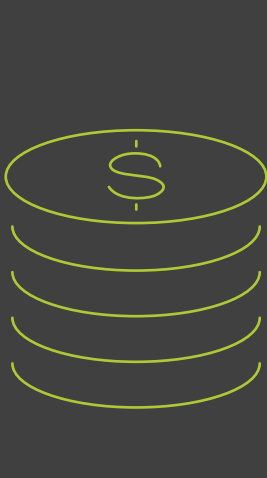
A relevant, personalized offer makes 69% of people feel more like good service than a sales pitch

Let's take for example:



The Customer

A global business process outsourcer providing service to a tier-1 Telecom 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 > 12 mins 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:



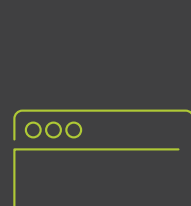
A customer inquires about a recent statement



NICE's guidance solution displays the account and usage info on the Agent's desktop in real time



NICE Automates 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?