



Case Study

Internet Marketing Strategy and Chat Sales Increase Average Monthly Revenue by 168%

Pain Points:

"I need a go-to-market strategy partner who can increase the value of our customer base."

Industry:

Internet, Web Conferencing, Social Media

Solutions and Products:

Revenue Generation, Customer Acquisition, Account Management, Electronic Direct Marketing, Marketing Analytics

Business Challenge

One of the world's biggest names in web-based voice and video calling services was looking for ways to capitalize on its brand equity when entering the U.S. market. With more than 80 percent of revenues coming from foreign countries, this internet communications company was ready to launch new products and services in the U.S., and it needed a partner with significant sales experience to drive the new initiative.

Solution

This provider chose to partner with TeleTech, because it could develop a comprehensive go-to-market strategy with internet marketing and a professional inside sales team experienced in multichannel and acquisition sales. The TeleTech program entailed a complete marketing plan to create product and brand awareness across small and medium businesses, enterprises, and the public sector. TeleTech marketing and sales experts created, executed, and managed the internet marketing strategy and tools as well as the campaign life cycles. Best of all, they handled any resulting calls and inquiries, and secured new revenue for the company.

The online sales solution was deployed quickly and easily through TeleTech's technology, and highly qualified sales experts with strong technical sales backgrounds were hired. The inside sales team was trained to communicate value proposition in order to target, acquire, retain, and grow new customers in the U.S.

Results

First, TeleTech's revenue generation experts focused on the database of 600 million existing clients to profile customers in the new market. Using intelligent analysis, they provided a targeted lead generation list. Next, the team developed 25 different e-mail campaigns and

Secured
133%
more new customers
per month

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Implemented a
research-based lead
generation and
sales strategy

sent out 615,000 e-mails to the new sales leads. The marketing efforts directed readers to a branded website developed by TeleTech and attached to the company's main website. Within the microsite, TeleTech inside sales professionals used online chat services to interact with prospective customers and deliver just-in-time, personalized assistance. Subsequently, e-mail campaign reports, chat service metrics, and program success tracking were used to make continuous improvements to processes and strategies.

After just a few months, TeleTech's electronic direct marketing and chat sales generated new revenue with impressive month over month growth results. The average number of new customers secured each month increased by 133 percent. The average total order amount increased by 213 percent, and the average monthly revenue grew by 168 percent.

Conclusion

With an integrated, total sales solution, the internet video and call company entered the U.S. market with confidence and success. TeleTech's targeted marketing and sales plan created opportunities and awareness around the new products and delivered a multifaceted new customer acquisition strategy. Today, the company supports more than 30 million users during peak times and continues to leverage its brand name to gain new customers worldwide.