



Case Study

Revenue Generation Increases Voice and Chat Sales by 51%

Pain Points:

"I need new cost-effective ways to grow my revenue."

Industry:

Communications/Media

Solutions and Products:

Revenue Generation

Situation

In the highly competitive cable TV and Internet services marketplace, one communications company has earned its place as the fourth largest cable operator in the U.S. It provides advanced video, high-speed Internet, and telephone services to approximately 5.5 million residential and business customers in 27 states. Success has come only by maintaining a competitive advantage, by achieving aggressive sales goals, and by generating ongoing revenue with bundled service packages.

In 2009, the company's sales managers were disappointed with the vendor who was managing both inbound sales calls and click-to-chat sales conversations. Sales goals went unmet for almost two years. Close rates were dismal, and performance numbers had been on a steady decline for months. The management team started searching for a new partner to turn things around. They specifically needed outsourced services that were better suited to help them:

- Increase profitability with web-initiated sales
- Focus on a triple play, bundled sales strategy
- Expand the value of existing customers with cross-sell and up-sell programs

Solution

Sales managers were impressed with TeleTech's 30-year track record of revolutionizing the customer experience in the communications industry. Sophisticated sales training methodologies offered proven results and delivered excellence in multichannel delivery environments including voice and chat sales services. As a business partner, TeleTech provided more than simply a single point solution by assisting with multiple strategic objectives like enhancing customer service and improving customer retention.

Over the next three months, the communications company transitioned the voice and chat sales programs from the incumbent vendor to TeleTech's revenue generation associates. TeleTech's

Secured more than

93,000
new customers

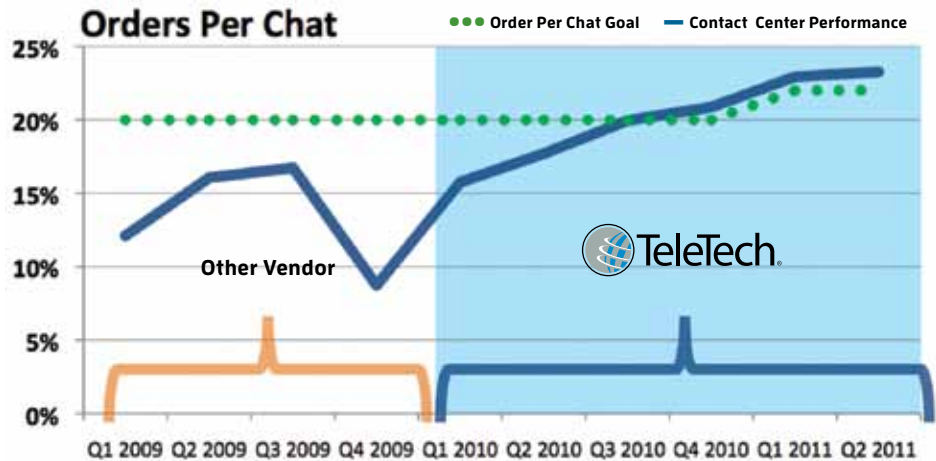
Generated
\$223,500
 in recurring revenue

expert recruiting methods were used to make sure that ideal candidates were selected for the sales program. Extensive training was conducted to ensure the highest standard of customer experience, while end-to-end sales channel solutions were used to improve engagement, extend the customer life cycle, and achieve customer loyalty.

Benefits

Within the first 90 days, TeleTech associates outperformed the other vendor in every key category and quickly became the sole provider. With a more effective inbound sales program, the communications company was able to rapidly generate millions of dollars and accelerate revenue month over month.

After meeting sales goals for nine consecutive months, sales managers raised the bar and TeleTech continued to meet targets. For instance, the number of orders per chat was previously an underperforming category, but with TeleTech associates the communications company was able to quickly meet and increase target sales goals. (See chart.)



The new program is driving top line revenue. When compared to the previous vendor, TeleTech increased the chat sales conversion rate by more than 62 percent and increased the amount of revenue generated per chat by more than 51 percent. In the first half of 2011, TeleTech associates secured more than 93,000 new customers and generated approximately \$223,500 in recurring revenue.

Executives are pleased with the results and eager to see the 2011 year-end sales reports. Based on the Q1 and Q2 2011 results, the communications company can expect TeleTech associates to add:

- 186,000 new customers
- \$13.4 million in additional monthly recurring revenue
- \$8.2 million in one-time sales

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Increased the chat
sales conversion rate
by more than
62%

So, what made the new program a success? It was a combination of TeleTech's people, processes, and technology.

All TeleTech associates were trained to understand the communications company's products and bundled triple play sales strategy, as well as their positioning and competitive differentiators. As a result, each person was empowered to represent the brand in all customer interactions, to effectively communicate offers, and to improve the customer experience. On chat exit surveys, sales prospects and customers ranked their experience with a "top box" score more than 60 percent of the time. Because respondents consistently reported that they would recommend the communications company to a friend, TeleTech met Net Promoter Score goals within four months.

All in all, service levels increased by more than 3 percent, and the click-to-chat customer support service can be credited for creating stronger, more profitable customer relationships. One customer said, "I was astounded by how well the online chat assistance worked. I initiated the chat to find out how to cancel my order, but the agent was available immediately and provided a level of service, knowledge, and professionalism that wildly exceeded my expectations. In the end, I decided not to cancel my order, and I upgraded my package."

TeleTech implemented efficient sales and order processes that delivered productivity and generated recurring revenue with each interaction. The team developed a library of training materials and used the company's knowledge database to effectively answer common questions. As a result, associates were trained to handle two concurrent chats and accurately entered 97 percent of all service orders.

TeleTech's superior contact center technology made implementation quick, so sales managers gained immediate value and recognized faster time-to-revenue. The cloud-based delivery network minimized interruption to sales conversations and ensured business continuity with an agile workforce that responded to seasonal fluctuations in call and chat volumes. Today, the communications company sustains predictable and repeatable best-in-class sales services.

Conclusion

By partnering with TeleTech, sales managers were able to increase sales almost immediately and make more money than anyone had expected with outsourced revenue generation services. The communications company continues to grow their recurring revenue stream and differentiate their customer experience.