

Case Study

TeleTech Expands Voice Sales Program to Include Click-to-Chat for Leading Mobile Broadband Company

Pain Points:

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

Industry:

Communications and Media

Solutions and Products:

Customer Innovation, Revenue Generation, Click-to-Chat

Business Challenge

A leading provider of fourth generation (4G) mobile broadband services wanted to create a cost-effective voice and chat sales organization without incurring the additional costs and personnel of developing an internal infrastructure. The client selected TeleTech for our click-to-chat industry experience as well as our ability to quickly develop and execute their sales operations.

Solution

To supplement the client's phone sales program, TeleTech implemented our Click-to-Chat online program to further enhance the customers' online experience. We created the right solution by combining infrastructure and human capital best practices including targeted chat recruiting, training, technology, and operational management. During the implementation, the client desired flexibility from TeleTech as they piloted this chat functionality using different web pages. To facilitate this request, we provided them with the business intelligence to modify their web sales program using a proactive chat invitation for qualified shoppers on their website. Part of this functionality included the introduction of a proactive invitation once the online shopper had verified that their location was within a specific coverage area.

TeleTech also implemented a standard chat response knowledge base that could answer 80% of the questions posed by an online shopper. We then personalized the remaining 20% of chats to "close the deal"; and converted 25% of the online shoppers who opted to accept the online chat invitation. To ensure that results remained well above the client's goal (16% close increase), the TeleTech chat operations team reviewed the chat sales methods on a daily basis, using one-on-one coaching with sales consultants. In addition, the team developed a step-by-step success workflow process to help the sales team throughout the chat process and to ensure maximum sales results.

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To further reinforce these chat best practices, the TeleTech team utilized real-time chat monitoring throughout their production day, establishing a “check-in” review process for every ten chats. A daily “check-out process” was used to set performance goals for the following day. Each sales person received real-time operational performance reviews, providing immediate feedback; including where they should use the content and workflow process more effectively to finalize the sale.

Results

TeleTech provided this client with click-to-chat operational sales experience and human capital best practices to recommend and react quickly to program changes with both reactive and proactive chat programs. TeleTech exceeded this mobile broadband company's expectations with the following results:

- Monthly recurring subscriber fee was \$50; exceeding the goal of \$46
- Cost per order was \$35; exceeding the goal of \$40
- Encouraged three simultaneous chat transactions, decreasing cost per chat with a 50% increase in associate productivity
- Average time to answer calls was 15 seconds or less
- Chat response knowledge base reduced the average handle time (AHT) from 20 to 15 minutes