



Experience Paper

REVENUE GENERATION SOLUTIONS Customer Acquisition Experience

Demonstrated Customer Acquisition experience in:

- Business to business sales
- Public sector sales
- Business to consumer sales
- Small to medium-sized business (SMB) sales

Organizations want to achieve revenue goals by seeking faster time-to-market performance and a greater return on investment from every deployed marketing dollar. TeleTech offers dedicated, consultative-selling professionals who are hired and trained to help clients increase sales, improve profitability, and build stronger customer relationships at some of the best revenue to expense ratios in the industry.

TeleTech teamed with a large technology manufacturer to develop turnkey solutions and build a pipeline of high quality public sector and federal leads. Another client required an inside sales team to maximize revenue potential from web, phone, and marketing campaigns. We also provided a mobile internet service provider with additional resources and infrastructure to effectively and efficiently penetrate new markets. With nearly three decades of experience, TeleTech has achieved unmatched success in driving sales performance. Below are numerous examples of this success.

Business to Business Sales Success Stories

International Technology Company

An international technology company required a complex order handling program. TeleTech established a complex order handling team to manage orders to completion. The team was bolstered by designated service delivery associates who were certified in configuring client products. This service delivery team managed the product and account set-up, as well as customer and associate order management. As a result, the client experienced a 50% increase in order volume and averaged 2,000 requests per month.

Worldwide Electronics Manufacturer

TeleTech provided a professional inside sales team to address the company's goal of maximizing revenue potential from web, phone, and marketing campaigns. A sales-after-service approach was used with cross-sell and up-sell strategies to sell complementary accessories and warranties. The integrated marketing touch plans dynamically populated with relevant information were used to develop various e-mail campaigns. As a result, we exceeded the client's inbound target close rate by 20%.

Worldwide Business Process and Document Management Company

A worldwide business process and document management company lacked a unified knowledge management system and infrastructure for their revenue generation program.

For a leading technology manufacturer TeleTech achieved 140% of the client's revenue goal, delivering over \$160 million in sales.

This prevented the client from efficiently selling to customers. TeleTech provided a direct sales team focused on acquisition. Leveraging ecommerce microsites to facilitate ongoing client transactions and verifying customer credit for term approval processes helped meet their specific needs. Over the course of eight years, we have helped the client maintain average annual growth rates of over 55% and in excess of \$50 million.

Worldwide Computer Manufacturer

This client was in need of an intelligent, robust e-marketing solution that would deliver personalization for each public sector customer. TeleTech provided custom ecommerce microsites offering purchasing and customer service capabilities. Multi-touch e-mail campaigns included product information, discount offers, and dedicated account contact information. As a result, we helped the client generate its highest revenue per e-mail with an open rate 60% higher than any other previous client campaign.

Public Sector Sales Success Stories

International Technology Company

For a large technology manufacturer, building a pipeline of highly qualified public sector and federal leads was a challenge. TeleTech provided a revenue generation solution which developed a strong pipeline of K-12, higher education, state, local agencies, and federal government entities. This entailed identifying and qualifying leads for a client business partner. We were able to exceed the client's goals and objectives with a quantity of leads exceeding 108% of goal. In addition, we achieved a 70% attach rate for services to hardware, and generated an average of three supply items per hardware sale.

Global Technology Solutions Company

TeleTech provided a total solution to partner with a client's field sales team to target public sector and federal agencies. A dedicated sales team, including account managers and server technical specialists were provided, as well as an inside and outside sales methodology. Electronic direct marketing campaigns helped boost customer awareness and marketing analytics helped drive predictive contact models. We achieved 110% of the client's revenue goal and outperformed the internal sales team. Over the course of a year, the team successfully sold servers, storage, and software solutions to the public sector totaling \$300 million, and to federal agencies totaling \$100 million.

Worldwide Computer Manufacturer

A leading technology manufacturer needed a comprehensive solution to win new business selling PCs and laptops to state, local agencies, and federal agencies and higher education institutions. TeleTech provided dedicated, proactive account managers to target potential customers, using a proven inside and outside sales methodology to improve efficiency. We achieved 140% of the client's revenue goal, delivering over \$160 million in sales. This was attributed to a 20% close rate on RFPs, providing qualified leads and reaching out to over 13,000 federal contacts.

Business to Consumer Sales Success Stories

Mobile Internet Service Provider

A lack of infrastructure and resources prevented this client from effectively and efficiently penetrating new markets. TeleTech provided proactive and reactive website chat interactions to drive sales conversion and support customer acquisition in new markets.

Chat was used for new subscribers with a focus on up-sell and cross-sell activity, as well as to support key competitive and service value differentiators. As a result of these efforts, the chat conversion outperformed voice conversion by 38% (chat conversion rate 18%, voice 13%). Chat cost per acquisition averaged 20% less than voice and the monthly recurring revenue (MRR) exceeded voice by 10.4%.

Communications and Cable Provider

TeleTech provided a program that embraced this client's culture, tools, and methodology to drive positive customer interaction. The goal was to provide a proactive and reactive chat program to drive sales conversion. The chat program targeted new subscribers and current subscribers with up-sell and cross-sell activity. This seven days a week, 20 hours per day coverage offered the client highly trained associates to sell ancillary add-ons to drive revenue and enhance the customer experience. As a result, 80% of existing customers agreed that their experience was excellent. We also exceeded the client's ancillary sales goal and delivered 174% (sales goal was 120%).

Mobile Internet Service Provider

This client required additional resources and infrastructure to effectively and efficiently penetrate new markets. We provided a professional inside sales team and proactive chat program to sell 4G home internet, 4G wireless, and VoIP services. Collaborating with the client's sales team in a shared sales queue, TeleTech created call flow and sales scripts. Since the launch of the program, month over month sales increased 10-14%. The client's "cost per add" decreased and we achieved a 90% call quality expectation.

Small to Medium-sized Business (SMB) Sales Success Stories

Global Search Engine Provider

A lack of resources and infrastructure prevented a global search engine provider from effectively reaching an underserved SMB market. TeleTech provided advertiser acquisition while embracing the client's program and culture. Advertisers received 30 days of intensive campaign support including optimization and training to drive advertiser self-sufficiency. Within sixty days of the sales agent launch, we delivered 163% of the client's revenue goals. In addition, we increased the client's weekly sales by an average of 75%.

Global Telecommunications Provider

The cost and lack of resources prevented this client from addressing critical customer needs. An integrated sales and customer service solutions-based approach to drive new revenue was needed. A "one-call" close strategy was implemented to shorten the sales cycle and increase close rates. Integrated marketing touch plans helped reduce the overall costs. TeleTech helped increase the total number of units sold by 54% while increasing the units per sale by 71%. The "one-call" close strategy has increased the number of renewed contracts by 50%.