



## Experience Paper

# REVENUE GENERATION SOLUTIONS

## Service to Sales Experience

### Demonstrated Service to Sales experience with:

- A global technology solutions company
- A global communications company

Keeping customers engaged while providing consistent returns in the current economic environment is the top challenge even the highest performing companies now face. To remain viable, companies need to target new market opportunities but may not have the expertise or budget to do so internally. One key area often overlooked is the revenue potential inherent to day-to-day call center operations. TeleTech has increased client revenue by as much as 30% by deploying Service to Sales.

TeleTech teamed with global technology solutions and global communications companies to develop a service to sales solution to help meet their sales training needs. With nearly three decades of experience, TeleTech has achieved unmatched success in driving sales performance. The following examples illustrate our success.

### Global Technology Solutions Company

For a global technology solutions company, a lack of sales expertise prevented this client from effectively turning technical support calls into revenue opportunities. A solutions-based selling approach to standard technical support calls helped this client analyze problems, uncover needs, and identify cross-sell / up-sell opportunities. TeleTech executed a best practices coaching model, including management accountability and quotas for sales representatives. We helped this client achieve impressive results including increased revenue per call domestically by 71%. In addition, program revenues increased by 29% with a conversion rate of 8%.

### Global Communications Company

Limited sales training and knowledge prevented this client from delivering a positive customer experience. TeleTech provided a solutions-based approach to meet individual customer needs that would help drive revenue. A best practice coaching model was implemented to maximize a sales-after-service strategy. We also provided sales associates who were proficient in the client's service offerings and who could resolve varying customer challenges. As a result, we helped increase the number of units sold (54%) and units per sale (71%). The client's revenue tripled after implementing this new service to sales program.