



## Data Sheet

# REVENUE GENERATION SOLUTIONS

## Customer Acquisition

TeleTech excels at deploying high-performance sales and retention programs that address every stage in the customer life cycle across all major market segments.

### Overview

For organizations seeking a greater return on investment from every deployed marketing dollar, TeleTech's consultative-selling professionals help clients increase sales, improve profitability, and build stronger customer relationships.

TeleTech's inside sales teams quickly become experts at selling client product lines into business or consumer accounts across multiple markets.

To complement our sales teams, we also deploy dynamic, integrated electronic direct marketing (EDM) touch plans to increase brand awareness and bottom-line profitability. Campaigns include highly targeted promotions and personalized messages sent by individual sales professionals. TeleTech's marketing analytics practice delivers sales teams with the customer insights needed to identify and execute on new revenue opportunities.

TeleTech's programs leverage integrated, multichannel interactions to service multiple prospect types, and increase program efficiency. Sales channels include live and automated voice, chat, web self-service, social media, and mobile application mediums.

### Features / Benefits

TeleTech is able to integrate all of the consultative-selling capabilities, tools, and technology required for a comprehensive customer acquisition offering including:

- Sales Channel Diversity – TeleTech's multiple sales offerings allow customers to interact with company brands in the channel of their choice.
- Inside Sales Professionals – Highly qualified voice and online sales experts take great pride in the work they perform. They quickly build rapport with decision-makers, improving sales close rates and profitability while ensuring an excellent overall customer experience.
- Comprehensive Sales Contact Databases – Clients may leverage any one of TeleTech's proprietary sales contact databases. For example, TeleTech's Government database contains over 47,000 buying organizations, representing over 245,000 contacts.
- Sales Productivity Tools – TeleTech offers a full suite of proprietary customer relationship and order management tools including a comprehensive quote-to-cash system that reduces order entry time by up to 67%.

TeleTech delivers proven experience in customer acquisition programs at some of the best revenue-to-expense ratios in the industry.

- Personalized E-commerce Sites – Client-branded, personalized e-commerce websites encourage self-service and repeat customer transactions. TeleTech currently has over 250,000 registered client users visiting their personalized micro-commerce sites.
- Marketing Analytics – Propensity modeling and customer segmentation are used to develop targeted lead lists and automate marketing campaigns.
- Electronic Direct Marketing (EDM) – Offerings include broadcast, event triggered, and personalized sales representative e-mails.
- Sales Professional Services – Strategic Marketing Managers help guide strategy, analyze performance results, and recommend ongoing program enhancements.

### How TeleTech's Customer Acquisition Product Can Be Used

Companies often turn to TeleTech's customer acquisition programs to help achieve new or redefined strategic goals:

- Target a new customer segment – TeleTech excels at deploying comprehensive sales solutions into new or currently underserved markets.
- Tap into the power of new media sales solutions –TeleTech's expertise in chat, social media, and e-commerce sales help lower costs while targeting more customers.
- E-commerce sites deliver a new personalized, self-serve sales channel –TeleTech's personalized e-commerce sites have helped clients drive approximately 14% of their entire program revenue.

### Key Differentiators

Rather than investing in the time and resources to hire and train a new sales force, TeleTech can launch an inside sales team and integrated marketing campaigns that can begin delivering on new revenue goals within months.

Our award-winning revenue generation solutions address each stage in the customer life cycle while making the most of the profit potential in each phase.

Every element in our proven process helps ensure overall program success:

- We hire sales associates with at least three years of college and more than three years of sales experience.
- Our inside sales professionals adopt your company's culture and brand to assist you in quickly and professionally extending your reach into new or underserved markets.
- We structure our compensation plans around sales results and overall customer experience.

TeleTech's sales teams have won many awards, including the Stevie Award for Best Government Sales Team of the Year in 2009. In every TeleTech Revenue Generation program, our preferred outcome-based pricing models ensure the focus remains on producing client revenue and results. These programs produce some of the strongest expense to revenue ratios in the business (4% – 9%) and we serve many of the world's largest brands.

By leveraging TeleTech's sales expertise and proprietary sales databases, we have delivered well above 100% of our clients' revenue targets.

### Why TeleTech?

Since 1982, TeleTech has achieved unmatched success in driving sales performance and customer retention levels for many Global 1000 firms. TeleTech hosts over 3.5 million interactions daily, driving over \$5 billion in client revenue annually. To learn more about our Customer Acquisition product or other Revenue Generation products please go to [www.teletech.com](http://www.teletech.com).