



**TeleTech**<sup>®</sup>

MAKING AMBITIOUS GOALS REALITY™

**Case Study**

## Click-to-Chat Sales Consultants Grow Online Revenue for a Global Consumer Electronics Company

**Pain Points:**

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

**Industry:**

Technology

**Solutions and Products:**

Customer Innovation, Revenue Generation, Click-to-Chat

### **Business Challenge**

A global consumer electronics company selected TeleTech to provide a solution that would decrease internal sales support costs, while increasing sales conversion and total order value from online shoppers.

### **Solution**

TeleTech created the right solution by augmenting the client's technology platform with highly skilled sales consultants. The objective was to convert an online shopper to a buyer. Sales consultants were incented to not only close the sale but to up-sell and cross-sell additional products and accessories to increase the total order value. To maximize sales opportunities, over ninety percent of the click-to-chat interactions were proactive, inviting shoppers to engage in online chat to complete their order. The Click-to-Chat program provided web analytics to understand the frequency of shoppers visiting various product web pages. TeleTech further maximized productivity by cross-training a larger group of voice sales associates. The larger teams were scheduled to support the Click-to-Chat program during high volume periods. Establishing, and effectively utilizing, proactive invite thresholds helped drive potentially lost sales opportunities, but also minimized the cost associated with underutilized sales consultants.

## Results

TeleTech's Click-to-Chat operational best practices and optimized workforce management strategies have contributed to decreased program costs. Revenue per order doubled in size, and had provided \$150,000 per week in total revenue. After implementing the Click-to-Chat program, the client experienced the following results:

- Decreased cost per associate and per chat by handling three simultaneous transactions, resulting in a 50% increase in associate productivity
- Improved first contact resolution (FCR) to 90% or better, exceeding the client goal of 85%
- Average order value increased by \$300 when a TeleTech Click-to-Chat sales consultant engaged with an online customer seeking assistance
- 50% increase in simultaneous hourly transactions
- 10-12% increase in converted sales over an unassisted online purchase environment