

Service to Sales

Empower your service associates to be top sales performers

Brands spend billions to engage customers

Too often, companies miss opportunities to better engage customers due to disconnected sales and customer service capabilities and an inability to foster a sales culture.

The opportunity is significant:

70% of buying experiences are based on how the customer feels they are being treated

69% of buyers indicated access to support was extremely important for making additional purchases

7 out of 10 consumers in the U.S. said they were willing to spend more with companies they believe provide excellent customer service

TTEC can help ensure that every interaction you have with customers drives value. Our proprietary capabilities enable an integrated approach to creating a high-performing service-to-sale culture.

How we do it

As the world's leading Customer Experience provider, TTEC offers an end-to-end service-to-sales solution. Our service-to-sales framework delivers seven key components all designed to foster a sales culture:



Talent acquisition including industry best practices and scientific selection



Scalable sales processes with the service-to-sales playbook, the governance structure and continuous improvement reporting



Rewards and recognition including variable pay for performers



Training that leverages simulated learning, service-to-sales certification and continuous learning



Technology enablers featuring speech and desktop analytics and the agent productivity suite



Performance management including predictive analytics and enhanced reporting



Custom solutions including customer journey management and adaptable platforms

The Service-to-Sales maturity model: where do you fit?

TTEC puts the people, process and technology capabilities in place to help leading brands move from a passive approach to a fully engaged, sales-driven model.



CASES IN POINT

Moving units at a top telecommunications provider

A lack of sales expertise was preventing one of the world's largest telecommunications providers from converting tech calls into revenue opportunities. Once TTEC transitioned this line of business into service to sales, the company improved CSAT and its bottom line.

50%

increase in presentation rate

4x

improvement in units sold in two weeks in production

Driving revenue in telecom

Net overall revenue and revenue per associate was lagging and the company needed a new sales approach. TTEC introduced optimized reports and an enhanced coaching and incentive model, resulting in best performance year-to-date.

27%

Increase in revenue per agent in pilot

2x

Net revenue increase

#1

Rank against all other vendors