



SERVING

UP

Sales Chat Technology





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Sales Chat's Opportunities

Consumers who can't readily find answers to their questions via self-service are more likely to turn to competitors for the solutions they seek. With sales chat services, sales associates can respond to consumers' inquiries and keep these prospects on-site to boost the likelihood of conversion.



| The Benefits Are Clear

“**45%** of U.S. consumers will abandon an online transaction if their questions or concerns are not addressed quickly” -FORRESTER



Curbs site abandonment



Increases overall online revenue



Decreases dissatisfaction by enabling assistance



Growth in average order value



Rise in loyalty as customers engage





Requirements Are Minimal

COMPANIES THAT ALREADY HAVE AN ESTABLISHED ONLINE SALES PRESENCE AND A TEAM THAT HANDLES CALL INTERACTIONS ARE READY TO DEPLOY SALES CHAT.

Deploy a chat platform and build a knowledge library

Test prior to launch to ensure the experience remains optimized

Understand traffic patterns and on-site behaviors

Monitor and report to influence informed decisions and boost revenue



Present chat tools options for clear and easy access to customer service

Determine if consumers expect 24/7 service or whether business hours are sufficient

Drive interactions, pinpoint the best place to position the chat button



Hiring and Training Best Practices



DURING THE PRE-HIRE SCREENING AND ASSESSMENT COMPANIES MUST:



Test each prospect's typing aptitude and ability to multitask.

Customize the training process to incorporate chat environment elements so all those involved can extend their comfort level with the chat tool throughout training.

Develop mock chat scenarios.



How Can TT&C Help?



COMPETENT

Core competency in sales chat and a delivery model that continually exceeds client expectations



QUICK

Fast implementation



TESTED

Conducts site tests and offers assessments on how sales chat will impact customer experience



OPTIMIZED

Optimizes website for fast service



INTEGRATED

Ensures integration with contact center



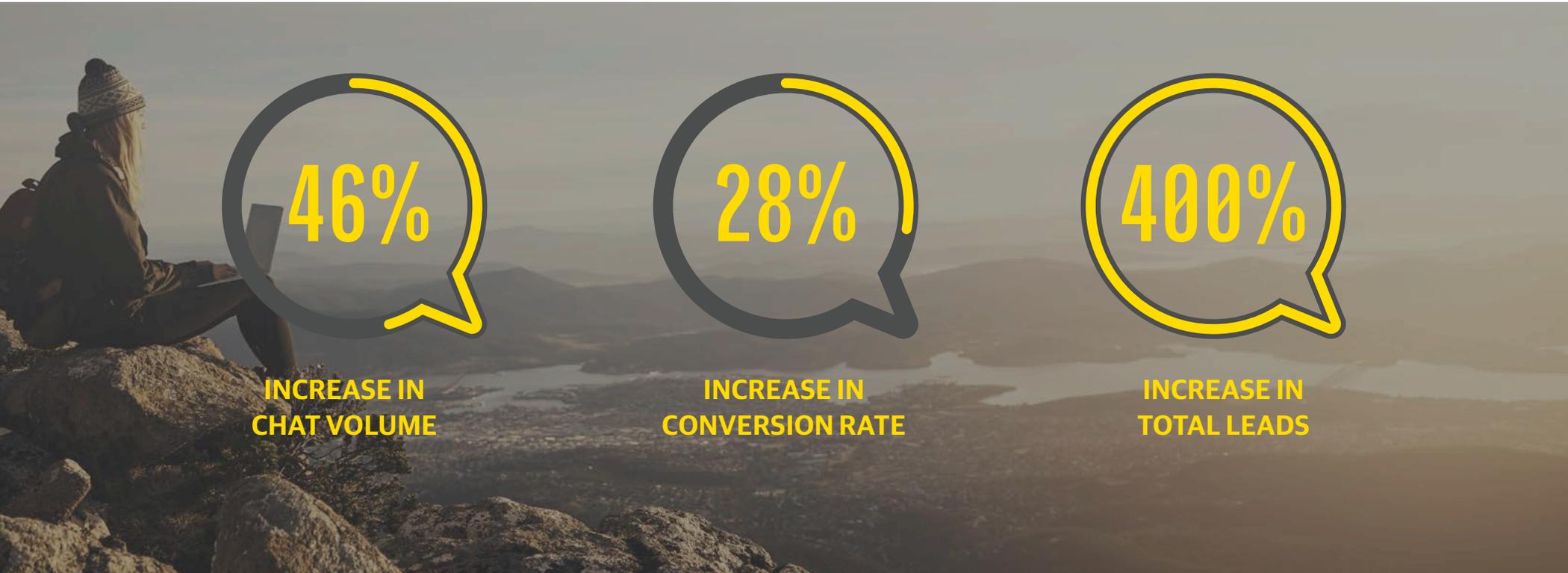
SPECIALIZED

Specializes in hiring and training for chat associates



Transforming Customer Chats Into Revenue

Our client, a tax preparation software provider, needed help engaging prospective clients through chat. We quickly built a global sales chat team, and applied our best practices across associate recruiting, training, knowledge building, and performance.



46%

**INCREASE IN
CHAT VOLUME**

28%

**INCREASE IN
CONVERSION RATE**

400%

**INCREASE IN
TOTAL LEADS**



Enhancing the Multichannel Customer Experience

With customers reaching out across various channels, one of our clients, a communications company, wanted to enhance the performance of its chat platform. That way, when customers engaged through chat, they would have an experience so exceptional that they'd be encouraged to make a purchase... or two. We helped revamp our client's existing strategy to target new subscribers and increase current subscribers' up-sell and cross-sell activity.



62%

**INCREASE IN
SALES CONVERSIONS**

51%

**INCREASED IN
REVENUE PER CHAT**

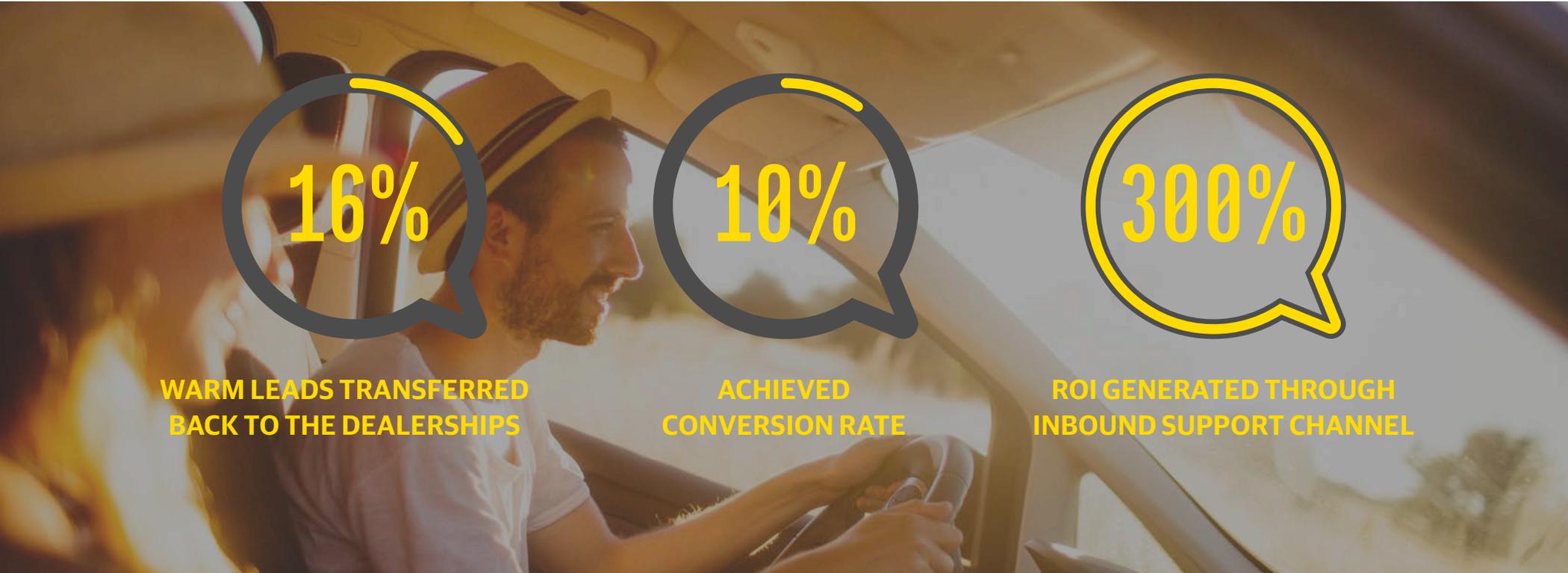
NPS

**EXCEEDED CUSTOMER
NPS TARGETS**



Turning Product Inquires Into Sales

When customers are researching a new car, they tend to have a lot of questions. After all, it is a large investment, and they want to be sure they're making the right choice! We put together a team of product experts who could help our client, a large auto manufacturer, respond to any and all customer inquiries over chat.



16%

WARM LEADS TRANSFERRED
BACK TO THE DEALERSHIPS

10%

ACHIEVED
CONVERSION RATE

300%

ROI GENERATED THROUGH
INBOUND SUPPORT CHANNEL



About TTEC

TTEC (NASDAQ: TTEC) is a leading global provider of customer experience, engagement, growth and trust and safety solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service offering. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TTEC partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. TTEC's 49,500 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com.

