

## INSIDE SALES AS A SERVICE

# Driving Profitable Customer Relationships

### Revenue growth services for the entire customer lifecycle

Thanks to pandemic-fueled digital transformation across entire enterprises, sales now has a new look. In the B2B world, where relationships once reigned supreme, sales organizations found effective and efficient ways to conduct business with a digital-first approach. According to Forrester, 80% of sales take place in remote and digital settings. This seismic shift in B2B buying, requires a new focus.

1. **Evaluate current digital tools and optimize usage** to reveal strengths and weaknesses in the current sales environment and highlight areas for optimization.
2. **Blend humans and digital tools for the best outcomes**, resulting in the most rewarding and customer-centric experiences.
3. **Focus on a consistent customer experience** so connections between buyers and sellers convey empathy, aptitude and authenticity.
4. **Leverage AI-powered insights** to provide proactive actions and next best actions to better retain and grow customer accounts.

### What's inside our award-winning inside sales as a service

Using predictive modeling, digital technologies and live channels, we help our clients find, engage, acquire, grow and manage customers. Our high-impact / low-risk solution consistently delivers predictable, scalable and profitable outcomes for B2B and B2C brands across the globe.

#### DEMAND & ACQUISITION

Optimize buying journeys to acquire and engage more new customers, leverage technology and analytics to deliver simple and personal buying experiences and help optimize and align your digital marketing to increase the quantity and quality of digital leads at lower acquisition costs.

#### GROWTH & EXPANSION

An integrated end-to-end solution that leverages technology and a team of specially-trained sales professionals to help brands drive new revenue and keep existing customers happy.

### Facts & Figures

## \$4B+

Incremental sales generated annually

## 5:1

Target ROI delivered in digital and acquisition sales

## Google

All-star status

## 7X

Sales Outsourcing Provider of the Year

**RETENTION & LOYALTY**

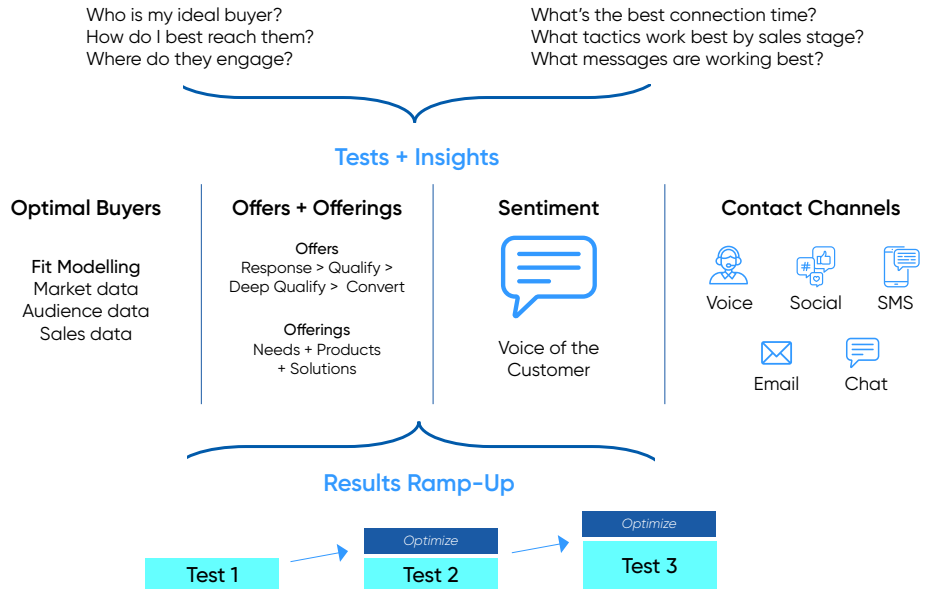
Foster long-lasting relationships and create memorable experiences in the moments that matter to build customer loyalty with every interaction.

**Our Inside Sales as a Service framework**



**Accelerate results with our incubator model**

TTEC Incubator programs are customized to fit specific go to market needs and business goals. Through live in-market testing, we analyze program performance to pin-point areas for optimization and modify execution to maximize results.



**About TTEC**

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 59,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at [www.ttec.com](http://www.ttec.com).