



Boost revenue & increase customer engagement with sales chat

Sales Chat Center of Excellence

Live chat has become the leading digital contact method for online customers, with **42% of customers preferring live chat** compared to 23% for email, and 16% for social media or forums. 50% of US adults use online chat for commerce, peaking at 62% with 25 – 34-year olds'. More importantly, **69% of customers prefer interacting with a human agent** than chatbots on chat. This presents an enormous opportunity for sales associates to engage with customers in the moment who are ready to buy. If done right, live sales chat can significantly boost your business growth.

We help you convert and retain your customers with an effective Sales Chat program

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 TTEC sales chat services, sales associates respond to consumers' inquiries and keep these prospects on-site to boost the likelihood of conversion.



Curb site abandonment



Grow average order value



Increase overall online revenue



Increase loyalty as customers engage



Decrease dissatisfaction by enabling assistance

Brands utilizing sales chat yield impressive results

79%

of businesses say offering live chat has had a positive effect on sales, revenue, and customer loyalty

60%

more per purchase is likely spent by Chatters

20%

typical increase in conversion rates after adding a live chat feature on a website

2.8x

of customers are likely to end up purchasing a product if a visitor engages with a live chat agent

6 pillars for sales chat success



Optimize chat positioning

Button Chat vs. Scrolling Button design analysis

Productive triggers - time in site vs. time on page

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Traffic management

Proactive placement

Predictive Intelligence Technology – web navigation



Hire and train for chat

Pre-Screening Chat assessment

Test Concurrent transactions

Measure response library usage

Test following escalation paths, peer to peer & collaboration answer rooms

Grammar, spelling, cultural language

Empathy and understanding in a non-verbal environment

Multi-tasking and navigation skills



Chat library creation and setup

Structure the chat library to follow the chat flow

Provide value statements for each product offering

Create data pull formulas to pull customer information into chat, creating personalized messaging

Establish process for on-going update



Utilize VOC and exit survey data

Agent level survey results and analysis provide insights for coaching

Detractor category identifies audience for retention strategies

Customer experience metrics analyzed on how they relate to sales outcomes and KPI's to provide better business insights

Analysis of customer comments compared to customer concerns and observations



Drive sales performance

Creation of customized Sales Playbook

Rewards and Recognition programs for reps and managers

Establishing input, output and efficiency targets

Coaching cadences – rep and manager

Defining success for program, team and rep level



Workforce management

Analysis of historical web traffic and chat data Measure customer engagement for proactive and button chat

Global WFM team specialized in real time and EOD reporting

Optimize staffing plan by deploying efficiency measurements at agent, team and program level

Create intraday reporting to measure efficiency of staff plan

Let TTEC help you better understand why and what customers are looking for to deliver differentiated value

Connect with an expert.

CX@ttec.com

ttec.com/inside-sales-as-a-service



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 65,000 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.