ttec®

Convert hidden sales potential into revenue growth

Service to sales enters a new
AI era for maximum results

Maximize value in every customer interaction

When contact center associates can provide a valuable product or service to customers in their moment of need, sales become easy to convert as a natural part of the conversation. Instead of feeling forced or pushy, these nuanced sales opportunities are welcomed by customers because they're helping to resolve a problem or question.

But there's been a disconnect when it comes to traditional service to sales programs, which rely more on pushing products than understanding customers' needs.

When AI-based conversational intelligence is the foundation of service to sales, however, it's a different story. With the right tools you'll gain insights into why, when, and how to start a sales conversation.

This guide provides a roadmap for taking your service to sales to the next level — in a way that works for your customers, your associates, and your bottom line.
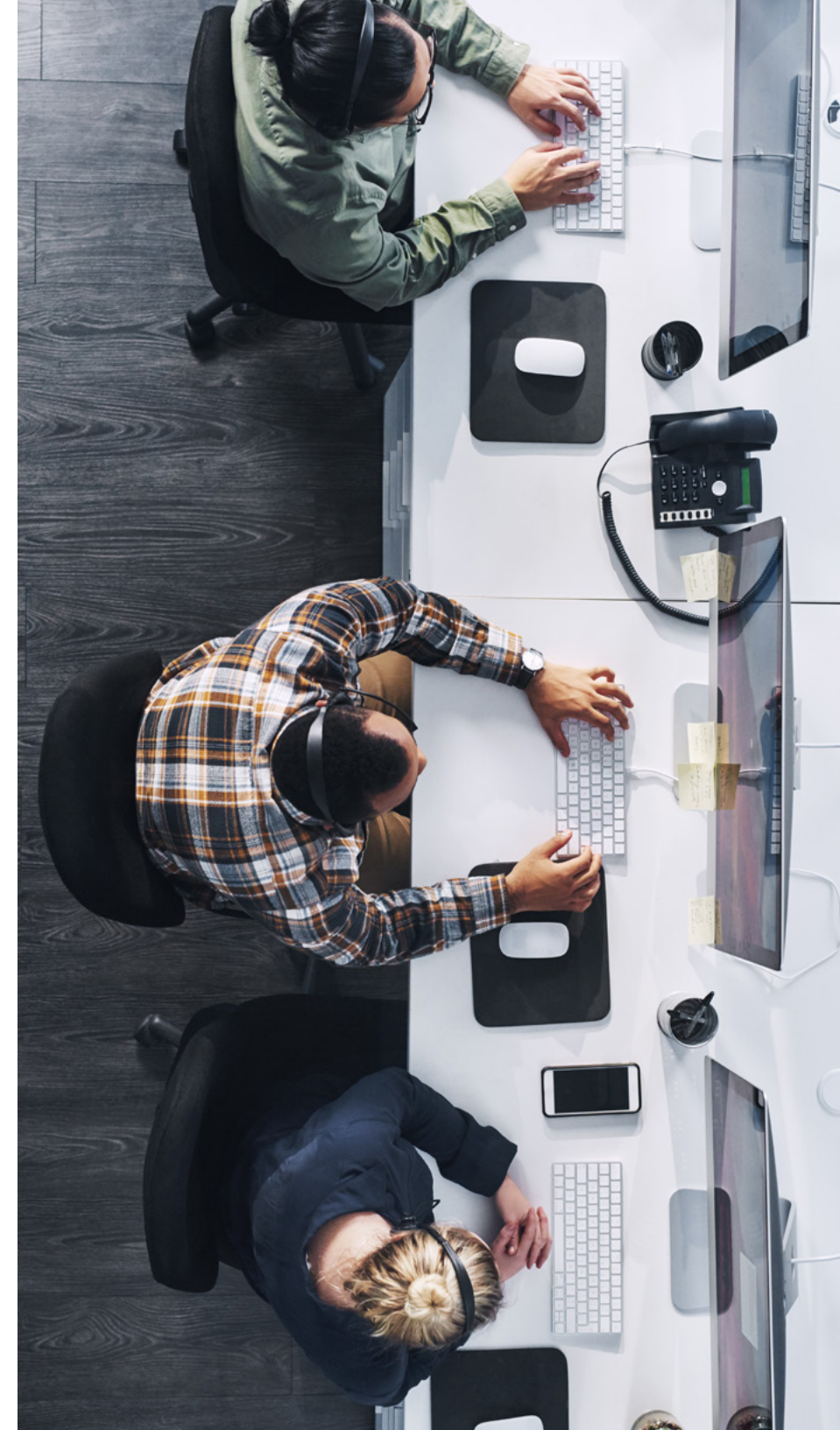
Data and analytics pinpoint the right times to sell

Service calls present great opportunities for brands to grow sales revenue, but only if they know how to capitalize on them in the right ways.

It's crucial for associates to know what offers and messaging will resonate with customers in their moment of need. AI-powered conversational and behavioral intelligence can ingest large amounts of data and identify signals in service interactions that correlate to or influence sales opportunities. With those insights in hand, associates will be more confident and competent if and when service calls shift to sales conversations.
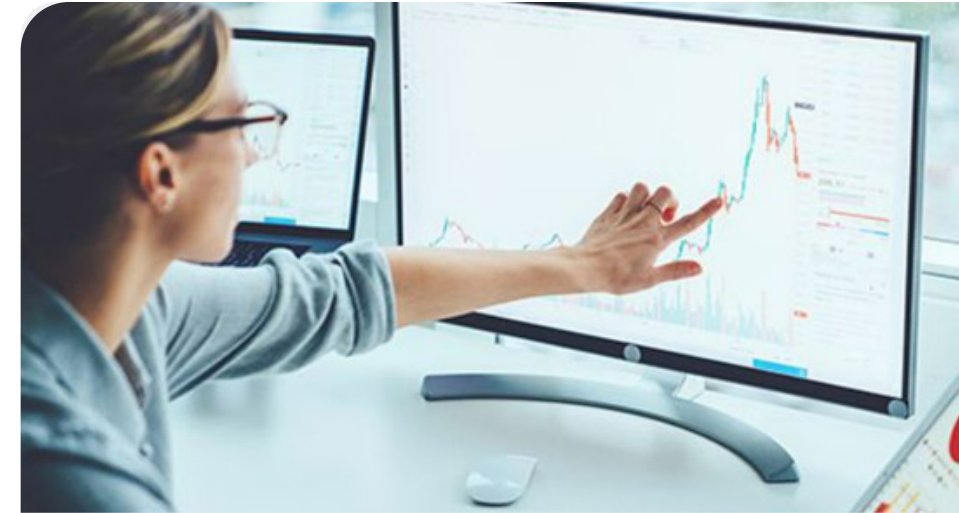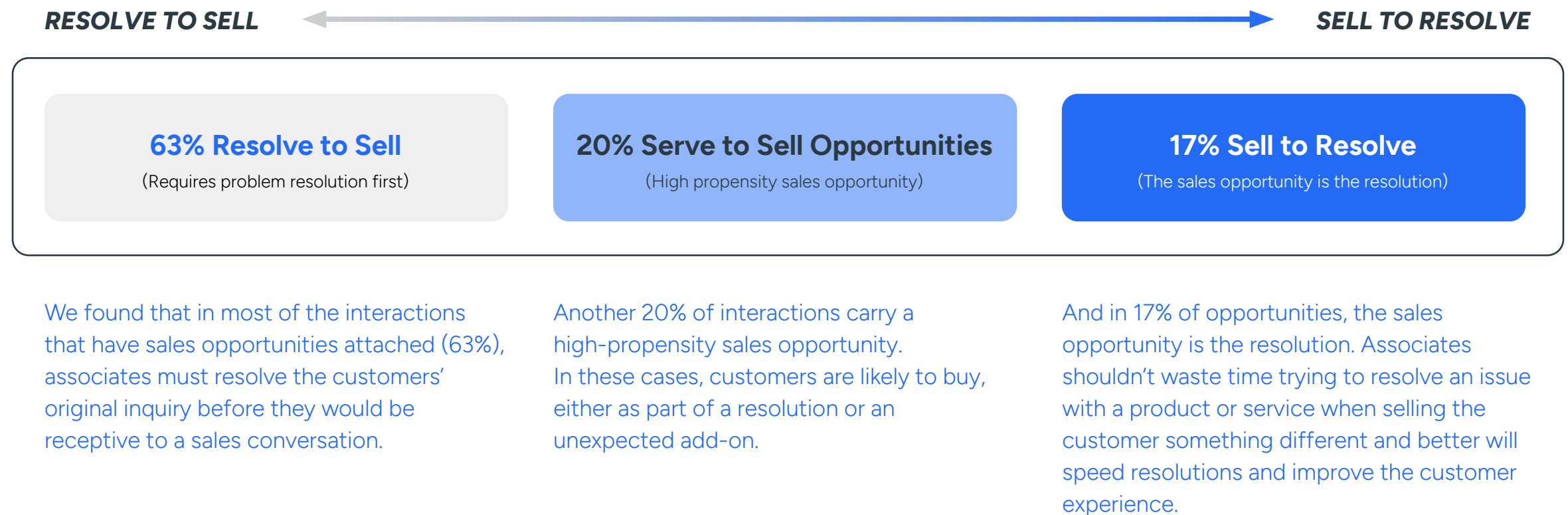
65%

of customer service call types have the potential for a sales opportunity.

Deliver the right sales approach in key moments

TTEC research across millions of interactions identified a sales spectrum, highlighting different customers' propensities for buying. Associates can't expect the same sales techniques to work in every interaction; they need the right message at the right time to meet customers' specific needs.

RESOLVE TO SELL ⟵————————⟶ *SELL TO RESOLVE*

63% Resolve to Sell
(Requires problem resolution first)

20% Serve to Sell Opportunities
(High propensity sales opportunity)

17% Sell to Resolve
(The sales opportunity is the resolution)

We found that in most of the interactions that have sales opportunities attached (63%), associates must resolve the customers' original inquiry before they would be receptive to a sales conversation.

Another 20% of interactions carry a high-propensity sales opportunity. In these cases, customers are likely to buy, either as part of a resolution or an unexpected add-on.

And in 17% of opportunities, the sales opportunity is the resolution. Associates shouldn't waste time trying to resolve an issue with a product or service when selling the customer something different and better will speed resolutions and improve the customer experience.

Power your service to sales engine with data-powered strategy

Our proven approach puts data insights, customer intents, and AI-powered technology to use in a cycle that drives results quickly.

Ingest data

There is power in your data. Use conversational and behavioral intelligence to listen to all service calls (not just a sampling) and collect as much data as you can from them — about intents, final outcomes, customer satisfaction, and other metrics.
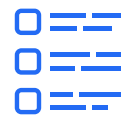
Establish intent taxonomy

Once you have that data in hand, use AI tools to comb through it and identify signals in interactions that correlate to or influence sales opportunities.
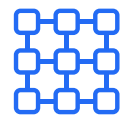
Build intent-based value maximization matrix

Now you're ready to map customers' various intents to their propensity to buy. With this you can categorize customers and tailor sales approaches that are most likely to work.

Develop deployment strategy

Developing and implementing a technology and operational deployment requires choosing the right tools — and ensuring they can seamlessly weave into your existing systems.
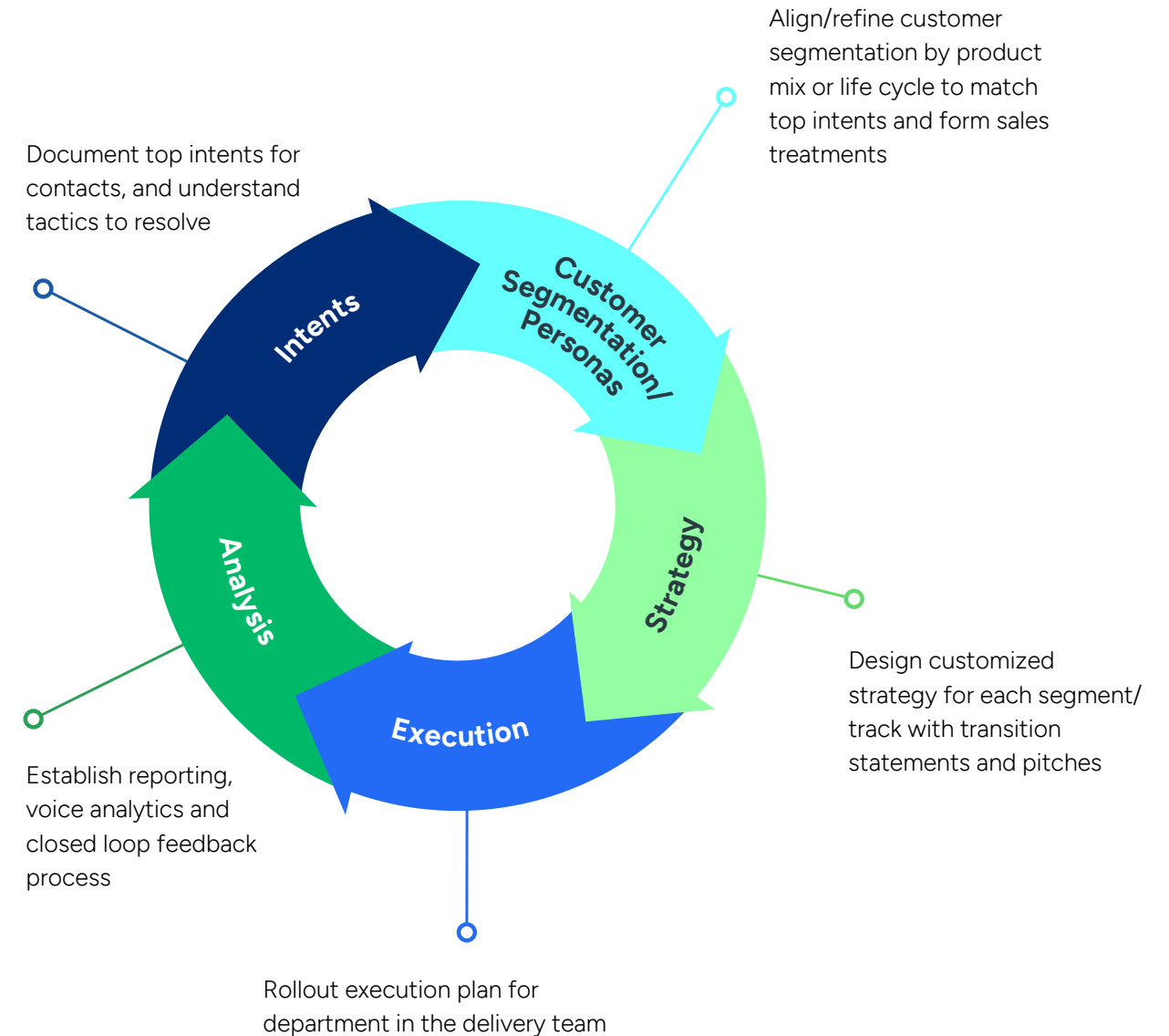
Continuous optimization

Define what success will look like and continually assess what's working, what's not, and what changes need to be made.

People + Technology = Exponential sales and CX growth

We blend AI and analytics with award-winning sales training, coaching, and incentives to not only drive sales growth but improve associate and customer experience along the way.

Document top intents for contacts, and understand tactics to resolve

Align/refine customer segmentation by product mix or life cycle to match top intents and form sales treatments

Intents

Customer Segmentation/ Personas

Analysis

Strategy

Execution

Design customized strategy for each segment/ track with transition statements and pitches

Establish reporting, voice analytics and closed loop feedback process

Rollout execution plan for department in the delivery team

A sales playbook sets sellers on a clear path to success

The right technology and tools are essential, but they only go so far. To harness their full potential, associates must know how to navigate them easily and quickly so they can make strategic, data-backed decisions in the moment.

Having a sales playbook ensures associates know how to get the most from the technology they're using, and it provides a clear roadmap for success. A good playbook saves time and money with proven best practices that eliminate costly (and frustrating) trial and error, and ensures everyone has a clear sense of training, onboarding, and performance expectations.

TTEC's sales playbook, for example, includes hundreds of best practices, on topics including:

- AI-powered sales training proven to reduce onboarding time
- Performance management that increases engagement
- Innovative sales coaching shown to grow customer acquisition
- Rewards and recognition that improve employee engagement

ttec

SALES PLAYBOOK

TTEC's proven revenue growth strategies for the entire customer lifecycle

AI-powered insights and expert training jumpstarts revenue, boosts CSAT

The Challenge

Associates at a major telecommunications company were struggling to uncover and convert sales opportunities during customer service calls. Net overall revenue and revenue per associate lagged.

Our Solution

We put our Sales Playbook best practices to work for the client and, in particular, enhanced associate coaching and incentives as well as optimized reporting. We were able to implement these changes quickly, which generated fast results for the client.

The Results

With our help, a group of associates had the company's best performance year-to-date. In just 15 days, the company saw:

27%

increase in revenue per associate

2X

net revenue increase

+3

increase in CSAT

Evolve your contact center into a powerful growth engine

It's time to rethink the "old" way of doing service to sales and put the right technology and people to work for your brand. TTEC can help.

Our extensive sales knowledge, associate training expertise, and deep knowledge of AI and analytics can help you turn service conversations into sales opportunities.

Let's talk!

Contact us

ttec.com

9

About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enabled digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The company's TTEC Engage business delivers AI-enabled customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's over 60,000 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at ttec.com.