



CUSTOMER SUCCESS STORY

Telecom

A Case Study by Nexidia

“What can I do to increase my agents’ close rates?”

“Before Nexidia, we were making decisions about our sales strategy based on the belief that an agent was making an offer over 80% of the time. When we used Nexidia to isolate calls where an actual offer was made, it was only 25% of the calls. Now the agents are consistently making offers using the proven sales process and our close rate has increased over 30%.”

VP, Customer Service, Global Service Provider

BUSINESS IMPACT

Organizations face tremendous pressures to meet revenue goals, and the contact center often serves as a significant sales channel. Armed with the proper tools for identifying successful retention and cross-sell/up-sell strategies, today’s contact centers can be transformed into profit centers.

PROBLEM

A leading teleservices provider launched an aggressive up-sell campaign that offered existing customers discounted rates for a new value-added service. Although agents were reporting that they ‘almost always’ attempted an up-sell, their overall close rate was very disappointing.

SOLUTION

The company used Nexidia speech analytics to identify calls where up-sell offers were actually made. They were surprised to find the true offer rate was

drastically lower than was reported from anecdotal evidence. When an offer was made, Nexidia revealed that the most successful agents consistently introduced the offer and its benefit early, then continually re-emphasized the benefit throughout the call. Less successful agents did not attempt to up-sell until the end of the call.

RESULT

Supervisors immediately adjusted agent training to ensure that offers were made and the successful up-sell approach was followed. The next month, success rates for this campaign improved by 33% and continued to climb for the duration of the promotion. When the campaign completed, it had generated over \$1 million in additional revenue.

Learn how Nexidia can help you gain real business intelligence from your recorded calls at www.nexidia.com.

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A Whitepaper by Nexidia, Inc.

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