

# THE ULTIMATE **3 STEPS TO BOOST YOUR SALES AT THE CONTACT CENTER**

- ☒ Do you need to **BOOST** your sales?
- ☒ Do you want to **EXCEED** your quota?
- ☒ Would you like to discover the **TOP TIPS** to perform at your best?

Turn the page and you will find the tools you need to climb up the success ladder at the contact center.



# 3 ESSENTIAL ELEMENTS TO CONSIDER

It is in your hands: Paying special attention to the key elements for the success of your contact center campaigns will help you to dramatically boost your sales.

**PEOPLE** are your most important asset. Your agents are actually your super heroes and have a very important role on the success or failure of your business results.

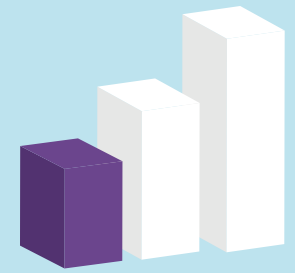
**TOOLS** are a crucial business enabler. They automate tasks, save you money, and increase the productivity.

**PERFORMANCE** is the ultimate goal of your business strategy. Part of your success depends on establishing the right indicators and KPIs to monitor your operations.





# PEOPLE: EMPOWER YOUR AGENTS



They are the interface between your contact center and your customers and your biggest success factor. Agents are also the main driver for the achievement of the contact center's sales objectives.



*"Hiring the right agents is as important as keeping them motivated to excel in their job"*

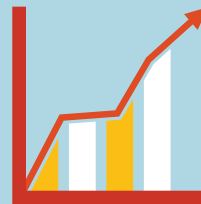
## THE BEST AGENTS WILL:



Shorten sales cycle



Reduce the average handled times

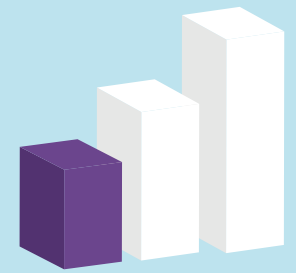


Increase sales conversion ratio

*2/3 of sales reps fail to reach their sales quota goal.*

Aberdeen Group

# HOW CAN YOU HELP YOUR AGENTS TO MEET THE SALES QUOTA?



Design effective guiding scripts that drive agents through the dialog, allowing them to:

## TIP:

- ✓ Handle calls with very **reduced training time**, as the script gives them a sequence of screens and requires **zero navigation**.
- ✓ **Quickly react to changes** in the campaign script provide accurate, consistent answers for a **smooth communication**.

Apply intelligent routing to outbound calls, to match each contact with the most appropriate agent.

## TIP:

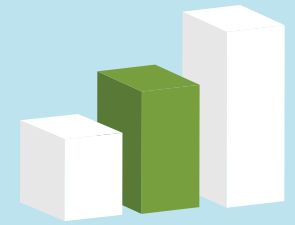
Identifies whether the contact is brand new, or if there has been a previous interaction to select the routing strategy. Then, deliver the call to the most suitable agent, according to the profile of the contact.



Reaching out to customers anticipating their needs will **increase customer retention** and create loyalty and long term value. Intelligent routing and guiding scripts are enablers of a successful **proactive contact strategy**.



# TOOLS: EMBRACE AUTOMATION



**Do you ever get the feeling that your agents spend more time on mechanical, repetitive tasks than on the actual task of going through the contact list?**

Time spent on **mechanical, repetitive tasks** is a complete waste and takes a tow on your sales performance.

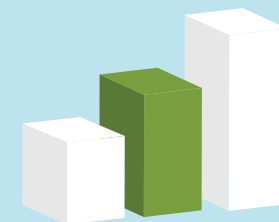
Each automated activity represents **free time for agents** to do what they do best: **selling** your product. **Reducing** or eliminating administrative, **manual tasks** will for sure highly **increase** your **sales results**.

*Only 10% of companies have automated systems in place as majority rely on manual process.*

Dimension Data - 2015 Global Contact Centre Benchmarking Report



# HOW CAN YOU AUTOMATE YOUR CONTACT CENTER AND IMPROVE SALES RESULTS?



Select the pacing mode according to the dynamic business needs of the campaign.

**TIP:**

Start the campaign in **predictive dialing** and then change to **power dialing** if the number of calls classified as nuisance is too high, to ensure that an agent is available to talk to customers.

*"75% of surveyed companies pre-identify and segment their customers."*

Dimension Data - 2015 Global Contact Centre Benchmarking Report

Use call classification for agents to receive receive calls that were answered by a human.

**TIP:**

Identifying outcomes such as busy, no answer, invalid number, fax machine, and others before delivering the call to agents:

- ✓ helps to assess the quality of the contact list.
- ✓ improves agent work and motivation
- ✓ boosts performance

Segment the contacts of your contact list to get the maximum profit out of it.

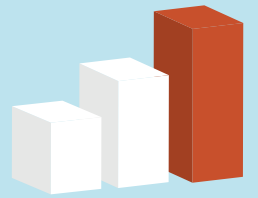
**TIP:**

Segmenting contacts:

- ✓ allows the definition of **business attributes** for each list.
- ✓ controls **dialing segments** using day types, time intervals, KPIs and others.
- ✓ **optimizes business results** by choosing the right contacts to dial at the right time.



# PERFORMANCE: MEASURE KEY METRICS

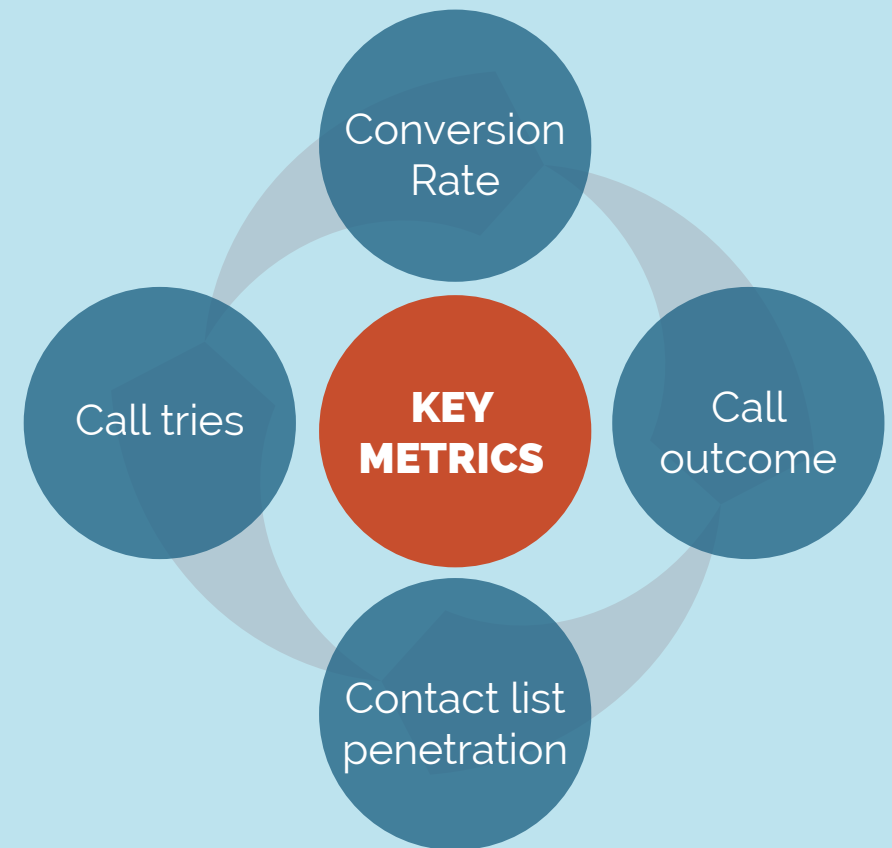


**If it moves, it needs to be measured. Measuring sales results should be really easy, as all there is to do is look at the revenues numbers to evaluate success or failure.**

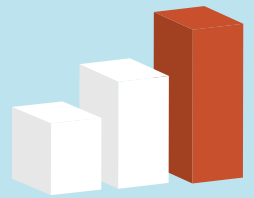
Unfortunately, it's not as easy as it seems, and no one better than you knows how difficult it is to measure the sales process. But you can measure indicators such as conversion rate, call tries, or contact list penetration to find improvement opportunities and increase business results.

*Only 31% of organizations closely monitor the quality of interactions with target customers.*

Forrester - The Customer Experience Index



# HOW SHOULD YOU BE MONITORING YOUR SALES CAMPAIGNS?



Analyzing the right metrics at the right time helps you to find trends and make decisions to improve customer satisfaction, reduce operating costs, and increase revenue.

**Real time monitoring helps to make decisions on the fly and quickly react to emerging problems.**

## TIP:

If the operational graphs show that the outcome No answer accounts for a large percentage of the contact list, you may decide to:

- ✓ load a different contact list
- ✓ run the first one again later in the day when the probability of someone answering the call is higher.

**Historical analysis allows benchmarking trends and making decisions for the future.**

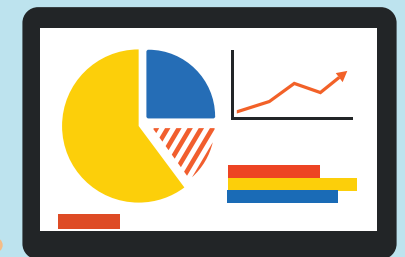
## TIP:

Use historical data monitoring to:

- ✓ analyze the performance over a period of time
- ✓ compare different periods
- ✓ identify improvement opportunities.

*Very few companies (8%) receive their metrics as soon as they are generated. Fewer than one-fifth (18%) receive them on the same day.*

(Ventana Research)





# EVEN THOUGH YOU WORK VERY HARD, AT THE END OF THE DAY WHAT REALLY MATTERS IS THE SALES REVENUE AND HOW HAPPY YOUR CUSTOMERS ARE.

While taking into account all the variables, you have to keep in mind that your main objectives are to increase sales and provide your customers with an excellent experience. **Empowering agents, automating tools, and closely monitoring the contact center performance will bring positive result and sustained levels of efficiency to your business objectives.**





## ABOUT THE AUTHOR

Célia has been part of product marketing team at Altitude for the past 5 years. Her focus area is the improvement of the customer journey and the adoption of customer centric measures for companies

to engage with their clients.

You can reach Célia at [celia.cerdeira@altitude.com](mailto:celia.cerdeira@altitude.com) or

[twitter.com/celia\\_cerdeira](https://twitter.com/celia_cerdeira)

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## ABOUT ALTITUDE

Altitude ([www.altitude.com](http://www.altitude.com)) is a global provider of omni-channel solutions to deliver great customer experiences. Its solutions help companies and organizations unify all customer interactions and become more customer-centric. Altitude uCI (Unified Customer Interaction) is a robust, modular software platform that handles all customer interactions and unifies all touch points, in the contact center and throughout any organization.

More than 300.000 users in 1100 customers in 80 countries use Altitude uCI solutions to manage in real time enterprise functions like Customer Service, Telemarketing, Debt Recovery; Help Desk; Citizen Attention, etc. Altitude Software has a track record of 22 years of customer and industry recognition and has won dozens of awards for innovation and tangible results with customers in key markets worldwide. It has 12 offices in four continents, a 160-strong worldwide partner network and is ISO 9001 certified for its worldwide support.

