



CASE STUDY

# How outsourced sales experts improved lead quality, conversions, and revenue

TTEC's inside sales experts replaced parts or all of clients' captive teams





## Let's face it: at most companies, inside sales expertise isn't a core competency.

The people within your brand are experts when it comes to the products you make or the services you provide. They know the intricate ins and outs of why your products work, or the pain point your service alleviates. They know the benefits of your brand's offerings, the results they can deliver, and what sets you apart from your competition.

But selling all that to the right customer at the right time? That's a completely different skillset – one most companies don't have in-house. As a result, many captive sales teams struggle with low conversion rates, poor-quality leads, and protracted sales cycles. That means you're leaving money on the table.

TTEC helps clients work smarter, not harder, to increase leads, conversions, and sales. We produce such strong results that our sales teams replace parts or all of clients' captive teams. Even better? We often save them money along the way. **Here's how:**



### Lead generation and qualifying

Even the best sales teams won't get far if they're working off bad leads. By targeting the right personas and reaching out to them effectively, clients send the right messages in the best channels to reach customers at the crucial moments of truth.



### Higher conversion rates

With the right leads in hand, striking the perfect balance of people and technology is key to driving ROI and generating revenue. In addition to providing highly skilled salespeople, we work with clients to apply speech analytics, sales chat, messaging, intelligent automation, and other tools that will set salespeople – whether internal or TTEC – up for success.



### Improved customer retention

It's much more cost effective to hold on to existing customers than it is to acquire new ones, so retention efforts must be a key part of any growth strategy. Keeping customers engaged well beyond their first purchase reduces customer churn and helps to win back dormant accounts.

## Revenue generation solutions that drive ROI at every stage of the customer lifecycle



### Customer acquisition

Outsourced sales teams can generate more leads-to-conversions than in-house teams by pinpointing the right kinds of prospects and engaging with them with relevant offers.



### Customer retention & loyalty

Deep analytics are key to growing customer retention and loyalty. When used well, they increase average revenue per user (ARPU).



### Growth and sales analytics

Having an analytics team that calculates lifetime value, predicts future behavior, and identifies customers likely to churn, generates actionable insights to grow sales.



### Sales chat

Chat solutions empower associates to handle multiple customer inquiries concurrently, resolve customer inquiries faster, and ultimately close more sales.



### Sales excellence accelerator

Elevate sales team performance in just 45 days by assessing existing sales operations and creating a customized playbook of proven best practices.



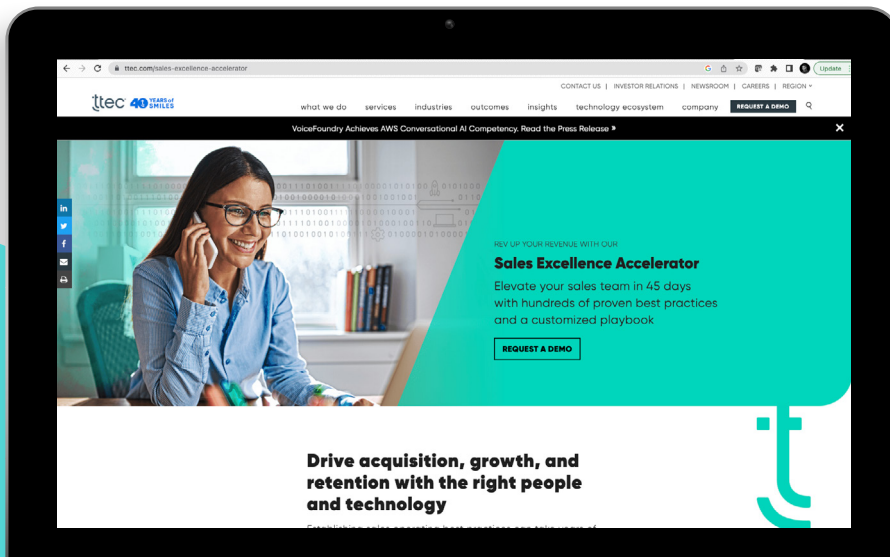
### Speech & predictive analytics

Speech analytics are a powerful tool more companies should be using to grow revenue, predict customers most likely to churn, and create more personalized offers that resonate with buyers.



### Service to sales

In today's competitive landscape, brands need to know how to: predict how likely customers are to buy, prevent customer churn, and grow topline revenue through maximized revenue per interaction and cross-sell of services.



## The results

TTEC's sales teams repeatedly outperform clients' captive teams so strongly that clients have replaced parts or all of their captive teams with TTEC inside sales experts. We generate higher-quality leads, nurture them through strategic outreach, and close more sales more quickly. As a result, clients have seen conversions rise and costs fall.

These stats highlight some of the successes TTEC clients have achieved with our inside sales experts.



### Jump-start call volume and sales

A leading bulk oil, fuel, and lubricants distributor increased outsource sales resources to keep up with growing call volume, leading to:

- 9.4%** increase in year-over-year profit
- 92%** increase in daily outbound calls
- 7%** drop in cost of sale

### Cut costs while growing leads and conversions

A regional health plan operating in 10 states added highly skilled associates to its labor pool and applied advanced sales analytics to realize:

- 29%** growth in sales conversions
- \$1.2M** in training and staff cost savings
- \$47K** in annual savings via offshore FTEs
- 1,300+** unique new SQLs

### Close more, bigger deals

A high-tech software company increased deals and revenue beyond its internal team resources, resulting in:

- 87%** year-over-year sales increase, compared with what the internal team was doing
- 44%** increase in revenue quarter over quarter
- 10%** increase in average deal size quarter over quarter
- 29%** growth in number of deals quarter over quarter



**Ready to start seeing results at your company?**

Speak with one of our inside sales experts today.

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#### 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 62,000 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).