

Rapidly increase cross-selling performance through analytics

CASE STUDY

Customer Service

US telecom and media giant



2X

higher cross-selling

Goals

- Help associates better identify and pitch cross-sell opportunities during non-sales conversations – they were able to do so only on 9% of occasions.
- Improve cross-sell performance to strengthen customer relationships, improve customer satisfaction and increase revenues.

Solution

- Deployment of First Customer Intelligence (FCI), our proprietary customer analytics methodology, to better understand customer sentiment, emotion and behaviour.
- Recommendations based on this analysis to change the sales pitch, objection handling, order build process and compliance procedures.

Results

- 100% improvement in cross-selling across product categories during non-sales interactions.
- More than doubled the number of times associates pitched cross-selling offers – from 9% of calls to over 20% of calls.
- Halved the proportion of cancelled orders to below 5%.
- 100% compliance with all selling regulations, with full audit trail.