TeleTech
MAKING AMBITIOUS GOALS REALITY™

Experience Paper

COMMUNICATIONS & MEDIA
Build Customer Loyalty in a Competitive Landscape

A Competitive Landscape

In the communications, media and entertainment industries, competition is fierce. Products and services are commoditized, and the marketplace has moved from numerous regional carriers to a select group of corporations fighting to keep existing customers and find new ones. With the competition just a click away, these companies must differentiate themselves based on service, and then expand their services across multiple communication channels in order to keep up with growing customer expectations. Delivering the modern customer experience is a complex undertaking, but communications companies are trusting TeleTech to help them get it right. TeleTech creates exceptional experiences and helps business leaders:

- Reduce customer churn with service innovation
- Turn existing data into fresh business strategies that drive revenue per user
- Leverage new technologies for economies of scale

An immediate **20%** increase in sales win rates triggered managers to more than double the size of their TeleTech program.

How TeleTech Helps

Stay competitive in a regulated industry with transformational customer experiences that drive growth and profitability. TeleTech provides strategy consulting, leading-edge technology, flawless execution, and the world's best workforce to help communications companies deliver superior customer experiences. Let TeleTech help you segment customer groups, create effective up-sell and cross-sell programs, and dramatically increase the average revenue per user. But don't take our word for it. Here's how communication companies are leveraging TeleTech to revolutionize the customer experience and achieve real business results.

Reduce Customer Churn with Service Innovation

Customers 56 Percent More Likely to Upgrade Service with Retention Program

A communications company partnered with TeleTech to help retain their most valued customers before they were lured away by the competition. The customer retention program included

comprehensive revenue generation services. TeleTech used the latest technology to evaluate existing customer accounts, identify new sales opportunities, and arm sales professionals with tailored sales offerings. Associates contacted account holders during critical times in the customer life cycle and were immediately connected with at-risk customers. As a result, sales win rates increased by 20 percent, and customers contacted by TeleTech were 56 percent more likely to upgrade their service plan. These immediate results triggered managers to more than double the size of the program. Read the complete case study.

Turn Existing Data into Fresh Business Strategies that Drive Revenue per User

Analytics and Digital Marketing Increase Revenue per User by 130 Percent

Sales executives at a wireless voice and data services company needed to generate new small- to medium-sized business opportunities, up-sell and cross-sell to existing customers, and retain at-risk clients. TeleTech's consulting and revenue generation solution went beyond making outbound sales calls. In-depth customer and marketing data analysis provided valuable business insight that triggered more customer-centric sales processes and a new regional pricing strategy. Additionally, more than 70 customizable e-mail marketing pieces nurtured new sales leads, created customer loyalty campaigns and implemented churn reduction programs. Within 12 months, the average revenue per user increased by 130 percent, and new customer acquisitions increased by more than 87 percent. Read the complete case study.

New customer acquisitions increased by more than

87%

Research-Based Marketing Strategy Increases Revenue by 168 Percent

A web-based video call service company partnered with TeleTech to capitalize on its brand equity when entering the U.S. market. The end-to-end solution included a comprehensive go-to-market strategy, internet marketing, and an inside sales team experienced in multichannel and acquisition sales. First, TeleTech's customer experience experts took a strategic approach to the company's existing customer data and used critical business insights to create a research-based action plan. As part of the plan, 615,000 e-mails were sent out directing prospects to a special website page where they could chat with TeleTech sales associates online. The program increased the average number of new customers secured each month by 133 percent. The company's average total order amount increased by 213 percent, and their average monthly revenue grew by 168 percent. Read the complete case study.

A Switch to TeleTech Results in 51 Percent Increase in Chat Revenue

A major cable TV operator outsourced their sales and chat services, but their vendor wasn't meeting established goals. So, the company switched their services to TeleTech. Within the first 90 days, TeleTech associates outperformed the other vendor in every key category. When compared with the previous vendor's performance, the chat sales conversion rate increased by more than 62 percent and the amount of revenue generated per chat increased by more than 51 percent. In the first half of 2011, TeleTech associates secured more than 93,000 new customers and generated approximately $223,500 in recurring revenue.
Read the complete case study.

CONTACT TELETECH:
solutions@teletech.com
1.800.TELETECH or
+1.303.397.8100 (outside the U.S.)
www.teletech.com

Leverage New Technologies for Economies of Scale

Response Knowledge Base Answers 80 Percent of Shopper Questions

A 4G broadband services company wanted to create a cost-effective voice and chat sales team without investing in internal infrastructure or straining existing resources. So, TeleTech's customer innovation experts provided comprehensive services and professional sales associates. TeleTech built a chat response knowledge base, which helped associates answer 80 percent of online shopper questions and allowed them to simultaneously handle three chat sessions. As a result, the team converted 25 percent of all chat conversations into sales and answered customer calls in 15 seconds or less. Chat handle times were reduced by five minutes and productivity increased by 50 percent. TeleTech also exceeded expectations by securing higher monthly subscriber fees and decreasing the cost per order by $5 dollars. Read the complete case study.

Online Chat Services Technology Provides Complete Customer History and More Sales

When a major cable provider needed to consolidate online sales and services in order to create a seamless customer experience, they turned to TeleTech's technology-driven solutions. Through the company's website, online chat icons provided a variety of ways for customers to reach sales and support associates. The technology automatically connected customers with the appropriate person and delivered a complete customer inquiry history to each associate. With a 360-degree view of the customer's activities, the team was more effective at delivering both services and sales. They generated $5 million in annual revenue, sold 185,000 add-on units and produced an average customer satisfaction score of 4.3 out of 5. Read the complete case study.

Conclusion

When communications companies work with TeleTech, they get more than a vendor. They gain a multifaceted, innovative partner who specializes in end-to-end solutions including strategic consulting, leading-edge technology, and comprehensive services. Best of all, they receive customer-centric solutions uniquely designed to increase competitive advantage and drive growth in the competitive communications and media industry.

More Information

Visit www.teletech.com for additional information on TeleTech's products and services.

