

SALES AND REVENUE UPLIFT BY GSS

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A contact center is the most important interface between the company and the customer. Customers have taken time out of their day to initiate a call to transact, do more business, correct a problem, or make an inquiry. 70% of the contact centers today view this as a cost to their organization rather than an opportunity. As a result, many customers are driven to the Web, left to self-service in the IVR, or quickly rushed off the phone through average handle time reduction programs. GSS, through revenue generation programs has enabled organization to offset all operating costs through revenue generating with enhancement products. AT GSS we feel that if a customer takes time to call, the organization is doing them a disservice by not letting them know all the services and or products that the organization might have to offer them.

OUR METHODOLOGY

GSS's response is the sales and revenue uplift through all customer touch points. This suite of service offerings is composed of seven distinct processes/products, which provide end-to-end solutions for defining, sourcing, controlling, assessing, and driving a company's customer revenue optimization.

Regardless of who is responsible for the execution of these functions, discipline (based on experience) is required to ensure the desired outcome of high quality low cost service. While these products can be purchased separately, to maximize the effectiveness of this approach, these service offerings should be viewed as a comprehensive suite.

GSS's recommended approach to Sales and Revenue Uplift includes the following seven product offerings:

Understanding products & opportunities to sell - This critical initial step involves the detailed process of discovery to define and document the company's cross sell/up sell products that the customer base may be interested in. In addition, GSS has relationships with multiple retail and service companies in the airline and tourism business sectors whose products and services might be an enhancement to the overall customer relationship. GSS is decoding the customer base and design a product suite of up-sell opportunities that may enhance the overall customer experience.

Customer Segmentation and alignment of products to segments - GSS applies its extensive experience data analytics and customer behavioral modeling to offer the right product at the right time to the right customer. Organizations today spend significant amount of money on specific marketing programs that are not supported by the customer contact touch points. Through modeling, and the alignment of products offered to customer desires, overall sales can increase by as much as 300%.

Design of programs to optimize sales effectiveness across enterprise – Most companies limit their sales drivers to technology and customer segmentation. Ultimately, the true success in deploying a successful sales organization is developing a "**sales culture**". The success of sales through all customer touch points involves every facet of the organization and strategies with a foundation of management support. The sales culture is driven through the hiring process, added to training, enhanced through management support (coaching in a sales environment), and integrated into the quality monitoring and incentive (performance behavior). GSS experts do have unique capabilities in delivering this to companies either as an outsourced provider or consultative in within the own organization.

Either way the success of revenue up-sell/cross-sell is driven through foundation of a sales culture.

Leverage technologies to maximize revenue opportunities -

Although there are technologies that exist today that may aid organizations in enhancing their sales processes, GSS reported that most organization are not fully utilizing their current technologies. It may help organizations to understanding their current capabilities and deploying technologies that better leverage the opportunities. By migrating to GSS own technical environment “**ROC**”, companies may not only save significant amount of money by taking advantage of GSS’s scalability, but also may leverage GSS's full suite of technologies that exist today designed to enhance the overall sales infrastructure.

Customer Retention - As much as it is important to cross - sell/up sell your customer, some companies have neglected to understand that the most important sales tool at their disposal is preventing customer attrition. Companies spend the most marketing Euros on acquiring the new customer yet neglect the departing one. At GSS, we help you better understanding customers that are likely to attrite and route them to the appropriate individual that will have right skills to retain a customer. We take calls from queues or Interactive Voice Response and handle them with efficiency and specially trained retention agents. We produce specialized reports measuring our effectiveness vs. non-specialized queues to monitor and improve performance. We follow up all lost and saved accounts in the queue with e-mail and an outbound phone call to ensure the customer's satisfaction or re-solicit their business. We offer clients a two-part incentive rewards program featuring Branded and Logged merchandise that will convince them to stay and actually deepen the relationship. Our buying power and purchasing relationships give us the lowest prices guaranteed. We handle all fulfillment, shipping, and returns. We deliver additional advertising to the client via our fulfillment materials, further deepening your relationship with client. We provide all of this for a cost-effective hourly rate, plus the cost of the gift items. We guarantee increased save rates over your existing internal queues.

Outbound telemarketing is still a viable solution to meeting customer needs. Most organizations do not realize that an effective outbound campaign is vital to the company's success. With the changing telecommunications laws and with the Do Not Call lists, companies have abandoned this most important acquisition/sales tool at their disposal.

OUR MODEL

Key to the sales and revenue uplift is the development of the business rules and processes that drive the marketing approach to answer the following questions:

- What kind of product offerings?
- When should the offer be presented?
- How should the offer be promoted?

GSS has experience designing and operating both transactional and consultative cross-sell programs:

- Transactional models - spontaneous "add-ons" to existing products and services.
- Consultative models - typically deployed using a "lead capture" methodology with back-end follow-up. In both cases the results and focus are the same...to drive increased revenue through existing customers while simultaneously improving retention. Our experts can help design and deliver the right processes to complement
- Business and client drivers.