

Revenue-Generating Solutions

When it comes to driving sales and attracting new business, no other customer care provider can boast a track record like Sitel's. As a trusted partner to global leaders in a wide range of industries, we deliver outstanding revenue results—like 47,000 customer saves in one ISP's Cancel-Save program and \$50 million in monthly up-sales in a financial services client campaign.

Solution Overview

Sitel designs sales, customer retention, and lead generation programs that consistently outperform client targets. We manage sales solutions via inbound and outbound calls, e-mail, and chat for more than a third of our client base. Approximately 46.7% of our clients have seen their bottom lines increase thanks to our sales and saves expertise.

Results

Sales, Up-Sales, and Cross-Sales Campaign Successes:

- 74% up-sales equaling \$4.5 million in annual revenue
- 18% hike in customer lifetime values through sales and saves
- \$8.15 million annual revenue boost through increased conversion rates
- 17% improvement in conversion rate -- monthly revenue boost of \$245,000
- Close rates exceeding aggressive target of 65%
- 8% sales increase through partner strategy designed by Sitel
- \$450 million additional revenue generated in 2005

Saves and Win-Back Campaign Successes:

- \$3.26 million in saved business
- 38% cancel-save rate
- 25% reduction in churn
- Customer retention valued at £1.5 million in saved revenue
- Saves rate 70% for Spanish retentions vs. goal of 65%

Lead Generation Successes:

- Record-setting 34.81% close rate in outbound campaign
- Outbound close rate of 7.3 leads per staff hour (LPH) against client-set goal of 6.0 LPH



Facts at a Glance

Solutions

- Inbound Sales
- Up-Sales
- Cross-Sales
- Outbound Sales
- Customer Save
- Retention
- Lead Generation

Markets Served

- Consumer Electronics and Technology
- Financial Services and Insurance
- Food and Beverage
- ISP
- Media and Entertainment
- Publishing
- Telecom and Wireless
- Travel and Tourism
- Utilities