

# SmartSell

Cross-sell and up-sell programs are no longer optional in today's business climate. Companies that have compelling product offerings are able to educate customers on important buying decisions, resulting in higher average revenue per customer. The challenge is determining the right products to offer at the most appropriate time. Without a systematic rules-based approach, product offerings can be perceived as random, resulting in unsuccessful sales efforts that do not provide the expected revenue return. Enter Sitel's SmartSell.

## Solution Overview

Sitel's SmartSell solution provides a methodology for the use of specific customer, product and business analytics to drive targeted cross-sell and up-sell offers that are customized for each individual customer. Companies that are focused on growth must rely on their sales force to leverage and maximize each customer purchase. Successful cross-sales and up-sell programs give customers opportunities to learn about relevant products as often as possible, helping the customer get the best value. SmartSell provides a framework allowing companies to develop a tactical plan for these programs. Sitel's process results in a roadmap for these companies by determining how to combine customer information, data integration, and operational workflows, resulting in a systematic offering to customers.

## 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
- Food and beverage
- ISP
- Media and entertainment
- Publishing
- Telecom and wireless
- Travel and tourism
- Utilities
- Insurance