

Task Force

It has been commonplace to expand upon traditional phone-based support to include e-mail, white mail, and the Internet. Sitel's success as contact center sales and marketing experts has led some of our largest global clients to leverage these alternate delivery channels. Today, in addition to contact center channels, we also provide a direct, face-to-face, sales and marketing delivery solution for our clients. This is our Task Force solution model.

As companies explore all measures to increase scale, customer awareness, market share, and financial results, Task Force provides another alternative in building the optimal support model.

Solution Overview

The Task Force model uses the best blend of management techniques found in contact centers that can leverage in a field sales and distributor environment. We modify our management practices and tailor them to Task Force environments. Some of the technology enablements found in contact centers, such as online scripts, training guides, and database information is supplanted by increased focus on sales skills used in face-to-face conversations. We customize our recruiting, training, management, and measurement techniques for the Task Force channel and product offering. Of course, the Task Force agent compensation structure is also tailored for each client program.

While we have found that the Task Force model is widely applicable, some initial considerations typically include opportunities related to consumer sales campaigns, merchant programs, partnership management, and trade fair support.

Results

Two examples of Sitel's success with our Task Force model:
Global Credit Card Issuer - In a specific geographic market, this company was looking to boost market penetration through new sales channels. Based upon our successful contact center model with this client, Sitel was engaged to provide face-to-face, Task Force sales representatives in strategic locations to upsell credit cards. Based upon validated buying interval studies, we schedule and deliver Task Force Sales in airports, shopping malls and trade shows.

National Telecommunications Provider - In a specific geographic market, a large telecommunications and cable provider boosts its market penetration for cable service by using Sitel Task Force for door-to-door sales. The company and Sitel have co-developed processes for defining markets, segmenting customers, prospecting, setting appointments, and closing sales. Coupled with our contact center services, we have over 50 Task Force agents delivering positive sales results.



Facts at a Glance

Markets Served

- Telecom and Wireless
- ISP
- Consumer Electronics
- Technology
- Travel and Tourism
- Publishing
- Financial Services & Insurance
- Utilities