[24]7.ai

How a Fortune 500 Technology Company Increased Sales Conversion Rate by 17%~ During the Peak Season

Company Overview

Our Fortune 500 technology partner pioneer's computer intelligence, shaping a brighter future. With a global portfolio spanning PCs, smartphones, and IoT solutions, they empower communities with cutting-edge innovation and smart infrastructure solutions.

Highlights

Through the implementation of tailored sales refresher workshops and bootcamps, our agents experienced a remarkable surge in motivation and performance that led to increase in Sales Closed Rate and Revenue per Handle Interaction (RPHI) during peak season.s

[24]7.ai Services

CX Services - Chat Agents

Solutions

- Custom sales refresher workshop
- Sales bootcamp programs

A Leader Driving Global Innovation with 'Smarter Technology for All'

Our client, a Fortune 500 technology company, stands at the forefront of shaping computer intelligence to foster a better world. Boasting the world's most extensive portfolio of technology products, they are committed to realizing their vision of "Smarter Technology for All." From a comprehensive range of PCs, tablets, and smartphones to smart home solutions, augmented and virtual reality, and commercial Internet of Things (IoT), our client delivers cutting-edge products, software, and services globally. Their dedication to providing smart infrastructure data center solutions underscores their commitment to empowering individuals, communities, businesses, and entire populations to reach their fullest potential. This case study exemplifies the transformative impact of their innovative offerings.

## The Challenge: Meeting Peak Season Goal Head-On

During the peak season from October to December, companies are fiercely driven to boost sales and revenue. Aligned with this competitive spirit, our client shared similar aspirations. Seeking to enhance their sales and revenue figures, they leveraged our chat agents. Through our chat and voice agents based in Guatemala and Colombia, we provided dedicated support for sales and customer service. Throughout the initial two quarters of 2023, our Guatemala chat agents consistently met the minimum requirements for Close Rate and Revenue per Handle Interaction (RPHI).
The overarching peak season objective was to increase and improve both the Close Rate percentage and RPHI to further enhance performance.

The Solution: A Strategic Approach to Achieving Peak Performance

To meet our client's ambitious goals, the [24]7 Guatemala team embarked on a comprehensive strategy encompassing targeted training sessions and workshops.

- **Sales Refresher Workshop:** Recognizing that 80% of our agents were tenured, we devised a Sales Refresher Training aimed at reigniting their sales ability. Focusing on transforming agents from mere order takers to proactive sales generators, the workshop delved into the nuances of effective selling, emphasizing the value-addition aspect over price-centric approaches. By ensuring 100% participation across our agent population in the initial weeks of Q3, we laid a solid foundation that significantly bolstered performance thereafter.

- **Sales Bootcamp Program:** This intensive program centers on performance enhancement, particularly targeting agents in the bottom quartile. Over the span of one-month, dedicated coaches provide daily support, meticulously monitoring chats to pinpoint areas for improvement, whether related to skill or motivation. Through setting clear goals and offering incentives upon achievement, we empowered agents to elevate their performance, fostering a culture of continuous improvement and exceeding expectations.
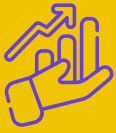
14%~

Improvement in Sales Closing Rate

8%~

Increase in the Revenue per Handle Interaction (RPHI)

Tangible Results: With Tailored Sales Training Initiatives

Through the implementation of tailored sales refresher workshops and bootcamps, our agents experienced a remarkable surge in motivation and performance. This concerted effort translated into tangible improvements:

- The sales closed rate experienced a significant boost, rising from **15%** in FY23 Q2 to an impressive **17%** in FY23 Q3. This remarkable improvement of **14%~** within a single quarter underscores a notable uplift in sales effectiveness.
- The Revenue per Handle Interaction (RPHI) showed a consistent upward trend, ascending from $149 to $160 within a quarter, resulting in an impressive increase of **8%~**. This remarkable growth not only surpassed but consistently outperformed the benchmarks set by our clients consistently, quarter-over-quarter.

These outcomes underscore the efficacy of our customized training programs in not only meeting but exceeding our client's expectations, showcasing the transformative impact of investing in agent development.
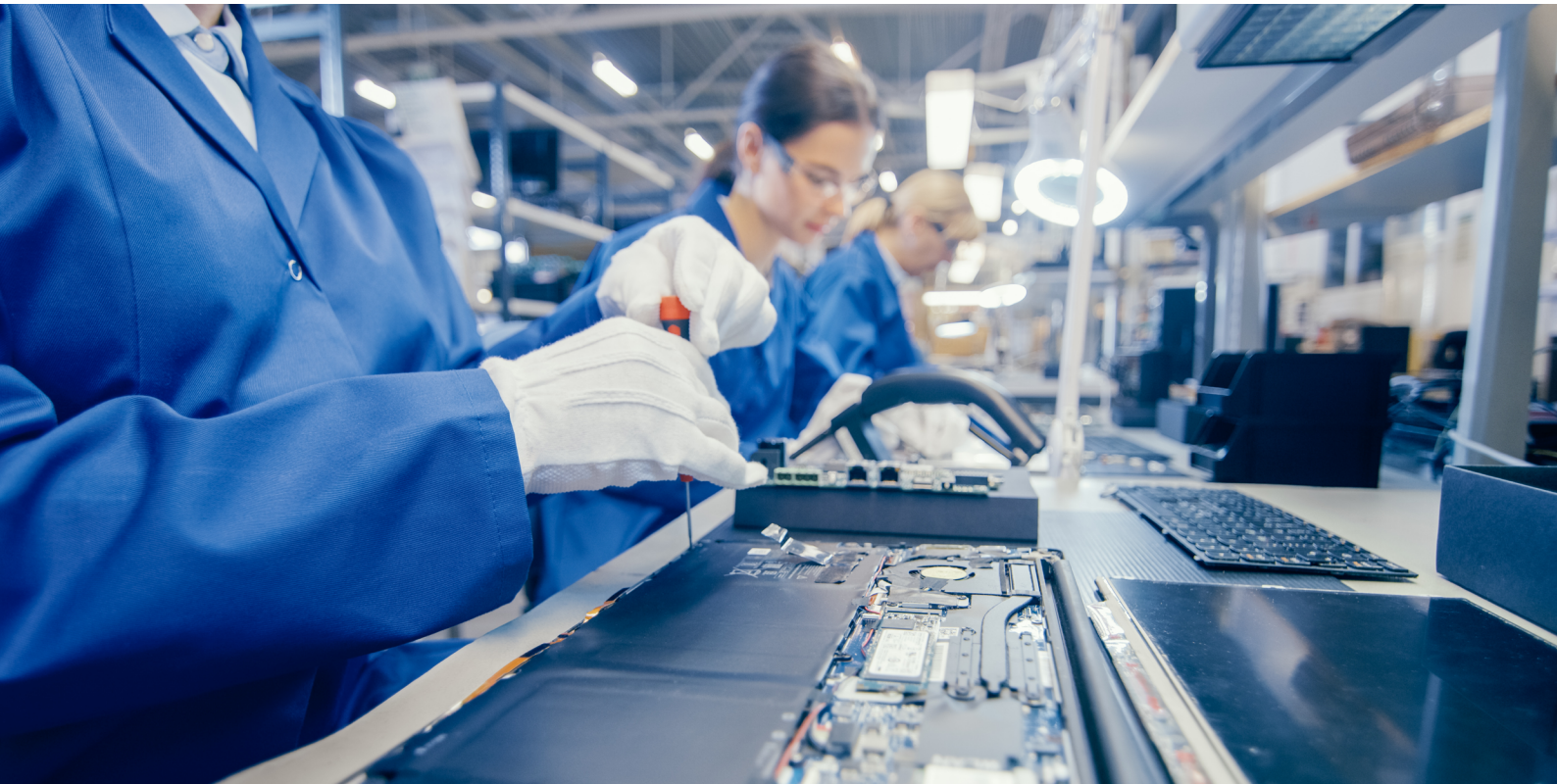
Contact us

To know more visit: www.247.ai
Reach out to us at: info@247.ai

About [24]7.ai

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