



Case Study

Adopting a Personalized, Consultative Sales Model Transforms Sales CX

Specialized sales strategy increased total sales, as well as revenue per sale.

The Client

One of the most recognized U.S. brands, this large cable and internet service provider has partnered with ResultsCX for more than 12 years. Our support for the client spans multiple lines of businesses across ResultsCX sites in three global regions.

The Challenge

As the media giant expanded its focus to new products and services in 2019, ResultsCX accepted a champion-challenger opportunity with our client's internal center of excellence. The client wanted to transform its CX operation to sell more products and services at all locations.

Existing sales approaches needed to be reinvented, requiring improved alignment of product offerings with individual customer needs. In response, ResultsCX designed and implemented a consultative sales approach.

The Initiative

Rebranding the specialized sales group at ResultsCX as a white-glove consultative sales team made interactions with customers more personalized, including targeted recommendations for ancillary products. While this rebuilt model did increase AHT and the client's operational costs, it quickly delivered significant return on investment.

Agent success in the new consultative model necessitated a rewrite of the agent journey, including a new hiring profile matching the habits of our top agents. White-glove service training was delivered to agents and leaders, preparing them for consultative sales. A production development series was implemented to provide consistent skill development for post-graduate agents. Importantly, the client boosted incentives significantly as the potential of our vision came into focus.

In concert with talent development efforts, ResultsCX successfully integrated our call guide and dispositioning platform with the client's telephony platform, allowing access to additional data related to call dispositions, front-end sales metrics, equipment sell-in metrics, other products sold, etc. These insights enabled our Operations team to develop call guides incorporating best practices for consultative sales.

The joint effort to transform sales continued with the development of an outbound call-back process. Using a combination of client and ResultsCX tools, agents could schedule and execute a call-back to customers on the fence about a purchase.

The Outcomes

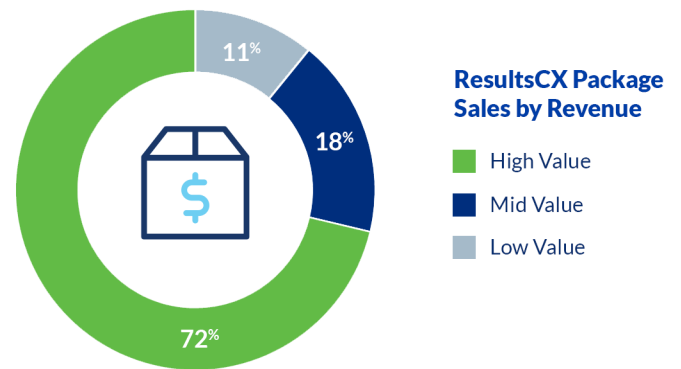
Not only did ResultsCX win the champion challenge; we were named the client's Most Strategic Partner and awarded new sales lines of business from three additional divisions.

The sales outcomes we achieved with the consultative sales approach in place were staggering and sustainable.



Based on our high revenue sales results, this partner changed the way they offered their products. Through collaboration with the ResultsCX teams on our focus on high-value sales, they identified and condensed their highest-value products into packages.

With the new consultative sales approach in place, ResultsCX began to outperform all other vendors and client operations; the highest-value package made up 72% of all ResultsCX sales.



Conclusion

Our consultative sales strategy produced significant successes with long-term sustainability. Not only were we able to produce unparalleled metrics of units sold and increased revenue sales; our efforts helped our client identify and create higher valued packages. ResultsCX reset the KPI standards for conversion rates for this client. The success of this collaborative transformation strengthened a long-term partnership and even garnered the attention of J.D. Power & Associates.