THE SECRET TO DOUBLING YOUR OUTBOUND SALES CONVERSION

In the new reality of Digital Sales & Marketing

A 3 Step Guide to the Automated Call-Center

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THE CALL CENTER IN THE AGE OF DIGITAL SALES & MARKETING

Things changed really quickly. We now live in a digital world more than ever before. In an age of e-mail, SMS, display banners, chat-bots, online webinars and meetings, web shops and marketing automation. B2C or B2B. It really doesn't matter.

The buyer is used to engaging and buying through digital channels – and key processes are automated in order to increase efficiency and the quality of each engagement to increase ROI and build customer relationships.

So, what is the role of the call-center in all this?

Companies still need to sell directly and provide top notch service. And nothing really beats a conversation over the phone when you want to help a customer buy a product or provide support. But is the call-center becoming disjointed? A silo? Not really integrated to other digital sales and marketing activities? If so, it can really hurt revenue and marketing ROI.

Telemarketing, as with everything else, needs to be effective and productive. We need to do more with less. More calls must be completed. Quality of each call must go up. Conversion rates must grow. For that to happen Call Centers need to increase automation and work smarter.

Marketing Automation is being implemented everywhere for those reasons. Now Call-Centers need to step up and do the same. The answer is Call Center Automation.

This whitepaper will explore in 3 steps how Call Centers can dramatically increase conversion rates and build strong customer relationships through automation and integration into sales and marketing.

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STEP 1

INCREASE OUTBOUND CALL EFFICIENCY

A Call-Center needs to be effective. And productive. You need to maximize the pool of agents and skills available and for that you need automation.

Don't waste time – use intelligent dialers

Maybe the most important type of automation is intelligent dialing. Rather than having agents spend time figuring out who to call next on a list – your system should make that decision based on relevant criteria and data.

This way you keep both momentum and a steady stream of calls – and have agents spend time on what they do best: talking to customers. The result is more quality calls per hour and that ought to lead to more conversions.

Right skills for the right call

The quality of the call relies largely on the skills of the agent. Not just sales skills but also perhaps industry and domain knowledge and experience. The effect of the ability to match a call with the right agent's skills obviously makes a difference. A Call Center solution should therefore be able map agent skill sets and automate the process of routing calls.

Make sure to come back

If someone who goes through the trouble of calling you back after you left a message, you really don't want to miss that call. Make sure that you have a system in place so that the call goes to the right person. The same goes for follow-up calls. You made an agreement to call back – at a certain time – so the system better make sure that you do.

Don't run out of leads – or agents

Call Center performance is important. So, dashboards are important. You need a constant overview of how campaigns progress, if there are enough leads to keep the agents going – and obviously you also need to keep an eye on individual agent performance. Therefore, your system needs to automatically consolidate call data in an overview you can rely on.

Workflow

What happens after the call? This is where automation becomes even more interesting and really reaches beyond the Call Center and integrates into other areas of the company. The simplest workflows can be to send e-mails, or a SMS based on a certain trigger, but it can also be more advanced and trigger an action somewhere else. For instance, in the marketing automation system to initiate an upsell flow for example.

Call Center automation has a very direct impact on productivity and conversion – and as other customer focused parts of the organization ramps up on CRM-systems and Marketing Automation so must the Call Center in order increase value.

Sales Workflow

Sales efficiency – and effectiveness – is about making sure that agents have the right data available at the right time and in the right place. Automation is not only about triggering action. It is also about customizing dialogues and closing flows to aid the agent along in the sales process, enabling them to ask the right questions and utilize the appropriate data to increase the value of the call.

An increase in sales of

30%

and a significant increase in our efficiency

We beat our sales record the month after the implementation of Enreach Campaigns

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STEP 2

AUTOMATE TO GROW CONVERSION RATES

A Call-Center needs to be effective. And productive. You need to maximize the pool of agents and skills available and for that you need automation.

At the crux of any modern marketing and sales organization is the marketing automation solution. Gone are the days of manual marketing processes and broken communication flows. Today everything is geared towards performance and individually tailored communication across customer touch-points.

The Call Center is a vital component in the sales and marketing mix. The ability to collect customer data and seamlessly feed it into marketing-flows to trigger follow-up actions – or indeed have the marketing automation system trigger Call Center tasks based on customer engagements – is now second nature.

So, make sure that your Call Center processes flow unhindered and can be triggered to an action to increase conversion rates. If the Call Center is crucial to your business, seriously consider a solution with Call Center and Marketing Automation in One.

Automate Sales along with SMS, Email Marketing and Social Media

Make sure it is easy for you to map, build and manage communication flows. Think of all your customer engagements and touchpoints like contact forms, websites, phone calls – and consider how you can automate follow-ups, sales flows and nurture programs using for instance SMS, e-mails or calls. You should even be able to engage leads on Social Media in continuation of telemarketing campaigns. This becomes a lot easier if you can visualize the flows in your marketing automation solution and how they connect.

Growing Conversion Rates

Not everyone will be ready to buy the day you call. More likely it will take a number of interactions with interest building content and persuasive calls to convert the customer. That's a process. It needs to be managed and controlled by time, triggers and insight into the customer. Hard to do without a solution in place to support the processes, but the reward in terms of growing conversion rates is very tangible.

Seal the deal

The ultimate conversion is ink on the paper. And gone are the days where documents had to be e-mailed, printed, signed, scanned and e-mailed again. Today the deal is sealed with e-signing. Add that to an already automated and smooth digital sales process and you will quickly see results.

"Enreach Campaigns has made it possible for us to scale our business massively"

Mathias Christensen Marketing Manager

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STEP 3

INTEGRATE AND BUILD CUSTOMER RELATIONSHIPS

Any company is potentially a series of functional silos, each doing their own thing at the expense of customer experience and business performance. This is why integration is so important.

Not only from a business process and information management point of view, but obviously from a software and business solution point of view. Data needs to flow freely and processes must be triggered and supported.

This goes for Call Centers as well.

Web meetings and videoconferences

These days you can't really do without online meetings for obvious reasons. Consequently, make absolutely sure that your call center has the ability to integrate calls, business process, tracking and follow-up to web meeting and videoconference software.

Integration to business-critical backbone systems

We already talked about marketing automation, which needs to be a part of the Call Center Solution as well or at least integrated to a 3rd party solution. However, the need for integration sometime goes further than that. In order to be truly efficient in many companies, the Call Center solution needs to integrate directly to the ERP solution, Customer Management, order or contract management or other types of business-critical systems.

Make sure your Call Center Solution is capable of that.

Lead Scoring and lead management

When should you pick up the phone and follow up on lead? Well, you can waste a lot of time calling leads that are not yet ready to buy. This is where Lead scoring and Lead management comes in. When you set up the automated communication flows, lead scoring will track and allocate a score for each e-mail clicked, download and website visit to measure interest. At a certain threshold the lead has a score high enough that it should be follow-up. This of course automatically triggers a task for the Call Center or indeed in the CRM solution if there is an integration

The power of integration and automation

Automating key marketing and sales processes leads to much better customer experiences as well as a proactive and attentive approach to telemarketing. If the key solutions are even integrated to the Call Center, this new level of process automation can span a big part of the company in support of customer value.

The result is efficiency at a whole new level. Along with conversion rates that reach new heights.

Support the total communication flow

In essence integration is really about being able to create and maintain the entire communication flow from start to finish. It is about having a process and system in place that control which messages you expose the leads and customers to along the way – and how and when you do it. It needs to support everything from direct mail, e-mail and telemarketing. From canvas lead to the loyal customer. Make sure you create a world class onboarding process starting with an agent doing the first sale, over welcome emails/SMS's and ending either in a "We love you call" or and inbound call.

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ENREACH CAMPAIGNS - THE RIGHT PARTNER FOR THE DIGITAL TRANSFORMATION OF YOUR CALL CENTER

Your company will need to act quickly in response to the digital requirements of rapidly changing markets. Digital transformation needs to include your Call Center. And for that you need the right partner.

Enreach Campaigns is a market leader with a unique and comprehensive solution built with The Sales Agents, the Fundraisers, the Market Researchers, the Appointment Bookers, the Business Development Representatives and many others like them, in mind. Multiple sales teams are easily managed and monitored in one account. You can even have outsourced sales teams and still have the same level of control, overview and monitoring capabilities.

The system helps sales coaches and team leaders train employees based on real data and tailor reports to show where and how you can improve agent skills.

Enreach Campaigns provides an ISAE certified suite of multi-channel sales and marketing solutions: Outbound, Flows, Payments and Word AI. They deliver smart, flexible cloud solutions that meet all your sales, service and marketing objectives, incl. multi-channel CCaaS.

OUTBOUND BY ENREACH

THE SOLUTION FOR ALL YOUR SALES NEEDS

Business phone software that helps you make smarter calls, so you can focus on growing your business instead. With Outbound, you can interconnect your branches, departments and team members without any hassle.

If you are online please read more about Outbound by following this link: Outbound

WITH OUTBOUND BY ENREACH YOU GET:

Intelligent Dialers

Dynamic Agent Desktop

Dashboard & Statistic

Real-time Management

Agent Organization

Data Compliance

Return Call Manager (Inbound)

Appointment Setting

Triggers & Automation

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FLOWS BY ENREACH

MARKETING AUTOMATION THE EASY WAY

Flows is the solution that brings together design, execution and analysis. Our features will enable your agents to be more effective so they can do their jobs better.

You can read more in detail about the strong features of Flows – a Marketing Automation Solution for Call Centers here: Flows

WITH FLOWS BY ENREACH YOU GET:

Sales Automation

Advanced Segmentation

Lead Scoring

Conversion Tracking

Lead Management

SMS & Email Marketing

Web Traffic Tracking

Social Media Management

Website Popups

PAYMENTS BY ENREACH

THE PAYMENT SOLUTION FOR REAL-TIME TRANSACTION

Our add-on module Payments enable you to seamlessly accept payments over the phone using the latest technology.

You will find more on how you make the ultimate close while on the phone here: Payments

WITH PAYMENTS BY ENREACH YOU GET:

Instant Payment

Multiple Payment Options

SMS & Email Links

3D Secure & PSD2 Compliance

24/7 Service

Subscriptions & Installments

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WE'D LOVE TO HEAR FROM YOU!

Whether you have a question about features,
trials, pricing, need a demo, or anything else,
we're ready to answer all your questions.

Customer Support

We're here to help!
Don't hesitate to contact us at:
support.campaigns@enreach.com

Want our opinion on how to implement this is in your business?

Contact us at
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