

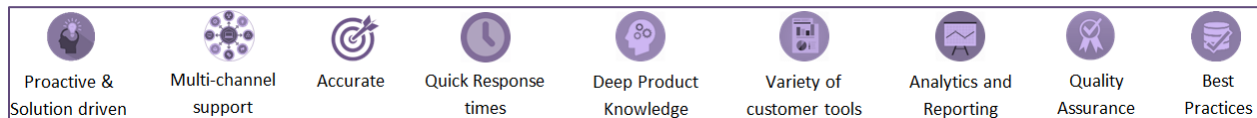


Business Support Services > Contact Center > Chat to Outbound Sales Calls

Chat features have dramatically increased in the customer service realm in the past years. With the boom in profits from online shoppers, several companies are moving to make online sales and service stronger. Live chat offers the opportunity to provide information and real time assistance, improving first interaction resolution and customer experience.

KGiSL's Contact Center Agents fully trained in all relevant aspects of client's business including chat aptitude ensure high quality of service. Chat to Outbound Sales Contact Center primarily focuses on helping client's attain business objectives, maximizing profits and stay ahead of competition.

Qualified contact center professionals with extensive and relevant expertise in chat support and sales call handling ensures to effectively probe and provide accurate information to customers quickly. Chat Support Agents recognizes a support opportunity that is actually also a sales opportunity and sets up a conversation with outbound sales team or simply closes the sale while on live chat. Chat support often (17%-20%) leads into sales.



Lower costs, raise productivity and arm your platform with KGiSL Contact Center operational capacity

KGiSL provides chat support services from within your existing technology platform or our own system built in-house and workflow, integrating both teams to provide support and flexibility needed to keep costs down and to maximize capacity.

The state-of-art high-tech infrastructure, highly efficient talent pool and technology platforms helps provide efficient and effective contact center support customized for clients. Services are customized around client's specific needs and deliver highest quality service without sacrificing speed and efficiency. KGiSL contact center infrastructure and company policies offer complete transparency in operations.

Some of the benefits of outsourcing inbound contact center to the KGiSL include:

- All contact center agents work according to client's time zone
- World class infrastructure and leading technology platform
- 100% call & chat recording
- Experience in different industries and projects
- Multiple channel support (email, web, phone, chat etc.) enabling customer choice
- Easily scalable operations with instant access to pool of expert agents
- Automated & robust Work Force Management System, Production & Quality management Systems
- Real time Dashboard and MIS with Analytics driven approach to sales and service

KGiSL works with clients to create customized solutions that increase customer satisfaction, sales and profit potential. Reward your top customers with reduced waiting times and immediate access to a Live Agent. Please contact us for more information about our Contact Center Services.

CASE STUDY: SALES CHANNEL – CHAT TO OUTBOUND CALLS

ABOUT THE SERVICE:

KGISL is a leading provider of Chat solutions on a 'Pay for Performance' model. KGISL offers its clients the ability to leverage web traffic for customer acquisition through its chat platform driven Services.

BUSINESS MODEL:

- A unique delivery model of chat support (chat-voice) that utilizes chat support to generate sales
- Handle inbound chat queries from end customers and provide product related information and generate interest in the product.
- Generate leads and convert chat customers via follow up calls to close sales

SERVICE FOCUS:

- Online Chat Support for sales queries and outbound follow-up to ensure closure of sales from customer websites.

CHAT VOLUME HANDLED: ~ 70,000 chats/month

FAST FACTS:

- SERVICE WINDOW: 8.00 AM– 12.00 AM EST

SUPPORT FOCUS:

- Sales/Order Entry - Home Phone, Internet, Cable
- Outbound Follow-ups
- Customer Service - General Enquiry
- Billing Queue - General Enquiry

SLA PERFORMANCE:	SLA	ACTUAL
Chat Lead % (Leads/Chats)	25 %	26 %
Chat Abandon %	<3.00 %	1.00 %
SPC	1.80	1.90
Sales Vs Chat Conversion	17.00 %	19.00 %
Phone Conversion	35 %	36 %
Install Rates	65 %	70 %
Quality Score	80 %	85 %

TECHNOLOGY:

- Telecom: VOIP based telecom platform with Softphones
- CRM: Salesforce based CRM tool

