



## Case Study

# Cable & Internet Industry Leader Reaches New Heights in Sales CX

## ResultsCX Reinvents Sales Strategy Ahead of New Product Launch

### The Client

One of the most recognized U.S. brands, this large cable and internet access provider has partnered with ResultsCX for over 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 both locations.

ResultsCX took to the challenge of reinventing existing sales approaches. Improving alignment of product offerings with individual customer needs would be a core area of focus, and we would achieve it by designing a consultative sales approach.

### The Initiative

We began the transformation by rebranding the specialized sales team at ResultsCX as a white-glove consultative sales team. Interactions with customers would become more personalized with recommendations for ancillary products. The rebuilt model encouraged a higher AHT, and while this allowance did increase the client's operational cost, it quickly delivered a significant return on investment.

Equipping our agents to succeed in the new consultative model required a rewrite of the agent journey. A new hiring profile was developed based on 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. And, the client boosted incentives significantly as the potential of our vision came into focus.

In concert with our talent development efforts, ResultsCX successfully integrated our call guide and dispositioning platform with our client's telephony platform, allowing us to provide additional data insights 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 following 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; the ResultsCX sales team was 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 continued well into 2020.

**37%** ↑ Raised average equipment revenue per sale by 37%, even after doubling it over the previous year

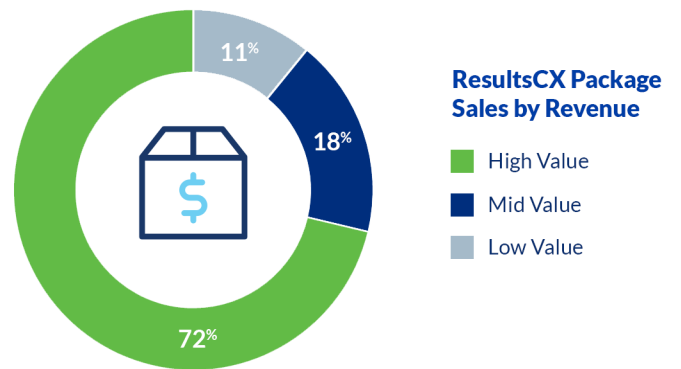


 ↑ Grew annual total equipment sales from \$2 million to \$6.4 million

 ↑ Increased average units per sale to 2.09 compared to .57

Based on our high revenue sales results, our partner changed the way they offered their products. Through collaboration with the ResultsCX teams and 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 white-glove, 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. The success of this collaborative transformation strengthened a long-term partnership and even garnered the attention of JD Power & Associates.