



Service-to-Sales



Turning Customer Service into Sales Revenue

Every customer interaction is a sale waiting to happen. Knowlagent's solutions are designed to help your frontline agents transform customer service interactions into profitable sales. With Knowlagent, you can optimize frontline performance faster and more affordably than ever before. You can spend less *and* get better.


Optimized Selling for Today's Business Environment

Optimized selling is crucial to a profitable frontline organization. But preparing agents that are skilled in both selling and customer service can be a challenge. This is especially true in a business environment where your offerings, customers' needs and industry regulations are constantly changing and you must balance call volume and the need to train and coach for these critical skills.

Today's frontline executives face a number of challenges when faced with service-to-sales initiatives:

- Balancing operational metrics with increased selling activities
- Making great service agents also great sales agents
- Communicating the rapid changes in product, pricing, offers, and policies
- Supporting selling in a coaching environment that produces measurable returns
- Finding the right candidates who can both service and sell to customers

Knowlagent believes the remedy for these problems isn't strategy or tactics – it's *execution*. Through streamlined process execution, and an acute understanding of the unique frontline challenges associated with multi-sourcing, Knowlagent makes every agent a high performer regardless of where they sit.



Service-to-Sales Execution Issues:

- Unable to find time to improve sales skills.
- Little or no sales coaching from supervisors.
- New hires are unsuited for selling.
- Limited visibility into individual agent sales performance.
- Long time-to-proficiency rates for new product/service introductions.
- High attrition.

Knowlagent Execution Solutions:

- Find time within frontline call volume constraints to automatically push sales training, updates, and coaching directly to the agent's desktop.
- Automatically identify agent performance opportunities, facilitate diagnosis and treatment, and schedule one-on-one or electronic coaching sessions based on individual goals. Ensure consistent coaching through an automated process.
- Provide detailed job previews and conduct skill and job fit assessments to only hire candidates who are qualified and well-matched to service-to-sales job profiles.
- Provide agents, supervisors and managers with real-time updates on key performance metrics and identify individual sales optimization pitfalls.
- Quickly ramp agents up on new offerings using targeted content pushed directly to the desktop, regardless of location. Test knowledge to certify agents on new offerings.
- Arm your frontline with productive agents that are more qualified and better prepared for the frontline agent role. Ensure they receive effective and ongoing communication, training and coaching to improve job satisfaction.



Knowlagent Solutions: Flexible, Powerful, Immediate

Each of Knowlagent's solutions delivers immediate and measurable improvements in your multi-sourcing initiatives. Knowlagent's flexible, Web-based agent management solutions are available on-demand. There is no complex implementation or infrastructure required and with our Day One Payback™ guarantee, you will be up-and-running within 30 days. With Knowlagent, optimizing your frontline agent performance is faster and more affordable than ever before. Upfront costs and total cost of ownership are nominal, overall risk is reduced, and results can be achieved immediately – all for less than 1% of your monthly agent FTE costs.

Knowlagent Training™ - Knowlagent Training™ pushes effective, targeted training and updates directly to agent desktops during unscheduled downtimes in call volume. This allows call center to staff less for off-phone activities such as training and team meetings while increasing overall frontline productivity. Agent performance improves, off-phone time for these activities dramatically decreases, and 1-3% fewer agents are needed per shift.

Knowlagent Coaching™- Knowlagent Coaching™ enables supervisors to increase their span of control by as much as 20%. By adhering to automated standard coaching processes, supervisors can quickly diagnose agent problems and create individual solutions. Optimizing idle time in call volume allows agents and supervisors to focus on improving performance while dramatically increasing the amount, frequency and effectiveness of coaching.

Knowlagent Hiring™ - Knowlagent Hiring™ enables recruiters to focus on candidates best suited for your frontline needs by quickly identifying the wrong ones. By automating a consistent screening process that educates candidates and guides recruiter decision-making, Knowlagent Hiring improves interview-to-offer ratios by as much as 30%. By setting realistic job expectations and assessing for skill and job fit, recruiters only spend time with the most viable candidates, ultimately saving recruiting time, increasing retention and improving overall new hire productivity.