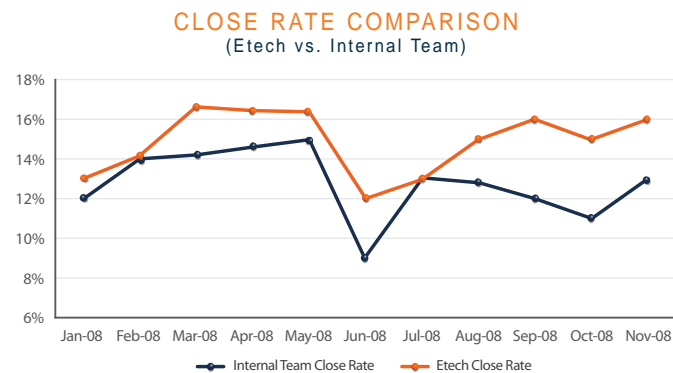
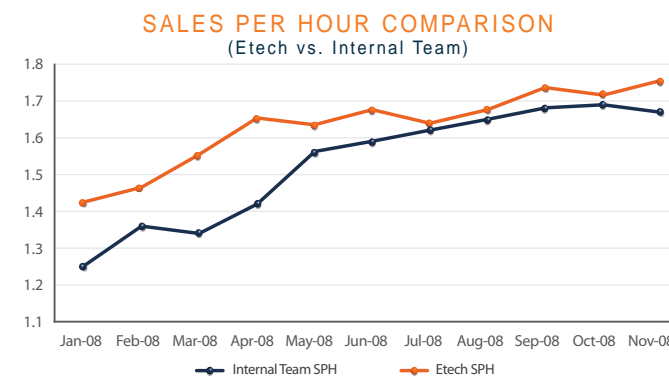


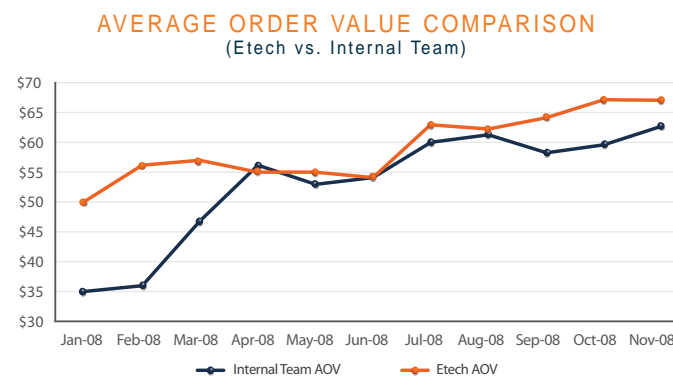
*Etech consistently met the client SLA of 85% and outperformed the internal team.*



*During the trial, Etech consistently achieved 15% and above close rates outperforming the internal team on a regular basis.*

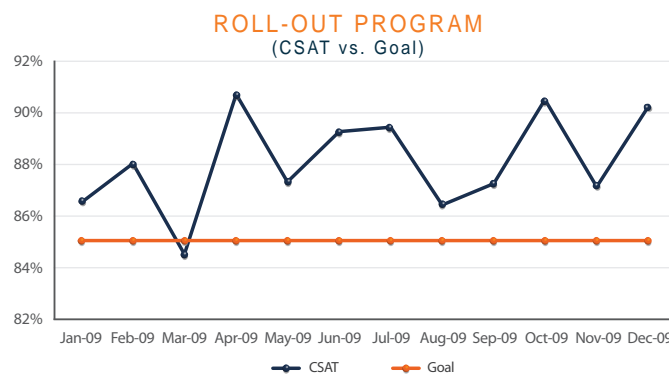


*Etech consistently generated more sales per hour than the internal team during the trial period.*

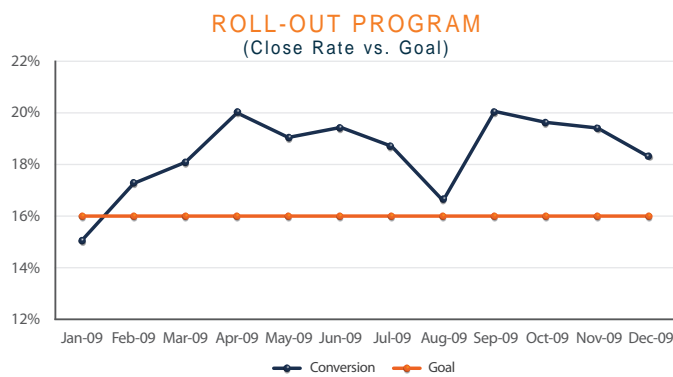


*Etech consistently met the average order value goal and exceeded the internal team's average order by 12%.*

The strong results are a reflection of Etech's investment in QA and data analysis along with strong coaching methodology. Their use of Six Sigma and Lean methodologies to drive process improvements has been the key factor in generating these great results. Based on the results of the trial, the company transitioned the entire web chat project to Etech. The project expanded from just 6 agents during the trial to over 200 agents today. Over the past 12 months, chat volume has grown by 90% and is expected to grow further as customers continue to move to this convenient contact method. Although initial results were excellent, Etech works to continue the improvements. Today, Etech is providing the company with stellar sales and customer experience results along with a 97% service level.



*After the initial trial, the customer satisfaction rates continued to improve and are averaging 89%.*



*After the initial trial, the close rates continued to improve and were as high as 20% some months. With an average close rate of 18.4%, Etech consistently surpasses the close rate goal of 16%.*

## CONCLUSION

This leading telecommunications provider clearly understood the value of chat and how it could benefit their ecommerce goals. They learned that by trusting their web chat sales to an experienced partner, they could enjoy improved service levels, conversion rates, and revenue while also improving their customer experience. The three year partnership continues to flourish. Etech works diligently each day to provide stellar chat service, continually improving through the highest quality assurance practices. They also provide the company with voice of the customer data that allows them to improve their web site, products and services.

The telecommunications company is looking forward to growing the program to over 300 agents and adding several other lines of business in 2010. They also plan to expand Etech's scope of work to include other sales, service and back office channels in the future.

## CaseStudy

Web Chat Services

### Customer Profile

**COMPANY**  
Leading Telecommunications Provider

**REVENUE**  
Over \$100 Billion

**EMPLOYEES**  
250,000

**CUSTOMERS**  
Serves 144 million customers in 140 countries

### LOCATIONS

Headquartered in NY;  
Operations center in New Jersey

### BUSINESS

Wireless, Residential and Business Phone Service;  
Internet and Television

*Through our partnership with Etech, we have reduced our chat costs and increased conversions and order value. This program has brought in 60% incremental revenue and is a clear winner.*

*V.P., Ecommerce*



# GLOBAL TELECOMMUNICATIONS LEADER IMPROVES SALES, CUSTOMER SATISFACTION AND WEB SITE EXPERIENCE WITH NEW WEB CHAT SOLUTION

## SUCCESS AT A GLANCE

### Challenge

Ecommerce companies know that it is an ongoing challenge to convert web site traffic to paying customers. This leading telecommunications provider wanted to increase online sales and overall conversions in order to meet their aggressive revenue goals. They also wanted to ensure a great customer experience online. They developed an internal web chat sales channel to meet the growing needs of their online customer base. The in-house solution wasn't meeting their objectives with low conversion rates, low CSAT scores and low service levels. The company searched for an experienced vendor to help them capitalize on the potential customers browsing the web site and tested them against their internal solution.

### Solution

The company chose Etech due to their deep expertise in web chat sales and the host of best practices they provided. Etech's solution included world-class training, quick staffing and roll-out capabilities, fast chat responses, 24/7/365 service, stringent quality monitoring, deep business intelligence and state-of-the art technology. The chat technology included sophisticated rules engine, prioritization routing and advanced analytics to provide the most effective chat solution available. The solution was implemented in four short weeks.

### Results

The telecommunications provider was extremely pleased with Etech's results during the trial period. Etech's cost per chat session was lower than internal costs and conversion rates were up. The best surprise was the increase in customer satisfaction – even higher than the internal team. Based on the results of the trial, the company transitioned the entire web chat project to Etech. Although initial results were all above goal, Etech worked to continually improve. Today, Etech is providing the company with stellar sales and customer experience results along with a 97% service level.



## EXECUTIVE SUMMARY

Although an Internet presence has the power to revolutionize an industry, many companies are finding that customers are abandoning their web sites without purchasing. Complicated service orders, unanswered questions and unexplained charges all contribute to 60% of online visitors abandoning the shopping cart. However, studies show that the customer experience is significantly improved by providing online Chat Service Representatives to answer questions, provide additional information, and resolve customer issues. These studies further revealed that companies investing in chat programs not only received a phenomenal increase in their conversion rates, but were able to reduce their inbound call volumes by more than 20%.

## LEADING TELECOMMUNICATIONS PROVIDER

This telecommunications provider is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. The company operates one of America's most reliable wireless networks and serves customers in more than 140 countries. In 2009, the company had nearly 250,000 employees and revenues of more than \$100 billion. With more than 140 million customers and aggressive growth goals, their sales and customer service strategy is of utmost importance. Their web site has quickly become a leading source for providing product and service information and for closing sales.

## THE CHALLENGE

Ecommerce companies know that it is an ongoing challenge to convert web site traffic to paying customers. In fact, studies show that 60% of online visitors abandon the checkout process due to complicated service orders, unanswered questions and unexplained charges. This leading telecommunications provider was having a similar experience. They wanted to increase online sales and overall conversions in order to meet their aggressive revenue goals. They also wanted to ensure a great customer experience online. In their competitive field, they could not afford to lose a single customer or sale.

## EXISTING SOLUTION RIDDLED WITH ISSUES

The telecommunications provider developed an internal web chat sales channel, staffed by highly compensated representatives, to meet the needs of their growing online customer base. These dedicated agents were available to answer questions and help close sales through an online chat solution. Unfortunately, their in-house solution wasn't meeting their objectives. Their close rates were lower than expected and customer feedback showed that they weren't meeting their CSAT objectives

either. They also had service levels of only 70%. While they weren't meeting their objectives, their cost per chat contact at \$3.51 was well below their cost per sales call, which was a nice cost savings. The company needed to find a way to leverage this low-cost sales channel while meeting their sales goals and CSAT objectives.

## SOLVING THE PROBLEM REQUIRED THE PERFECT SOLUTION PROVIDER

The company had several options for tackling this issue. They could grow internally and invest in training for their in-house team or outsource to a vendor who specializes in chat sales and customer service. The telecommunications provider was hesitant to outsource because they wanted to preserve their brand and ensure a great customer experience. "Could a third party vendor really provide the same level of service as we can in-house?" The management team decided to test the waters. They would search for an experienced vendor to help them capitalize on the potential customers browsing the web site and test them against their internal solution. They wanted a partner with a strong background in chat sales that could be up and running quickly with strong results. Their partner needed to be available 24/7 and be able to scale very quickly.

## THE CHOICE WAS CLEAR

After a thorough search, the telecommunications company found the perfect partner in Etech. Not only did they have proven success in chat sales, Etech offered a host of best practices and experience to help the company succeed. Some of their core differentiators include:

- **World-class Training**  
Etech's agents are well trained with custom-made training curriculum.
- **Lower Response Times**  
Etech's custom built tools lower response time on chats for a better chat experience.
- **Quick Staffing Ramp-up**  
Etech has the ability to manage fluctuating volumes and can ramp quickly through their robust hiring and training process.
- **Deep Business Intelligence**  
Every chat session is digitally recorded and analyzed. The voice of the customer data is provided to clients to improve the web site experience, improve promotional offers and understand the competition.

- **Stringent Quality Monitoring**  
Etech's best-of-breed QA process improves agent performance and ensures a positive customer experience.
- **24/7/365 Capabilities**  
The combination of an onshore and offshore model allows full coverage every day of the week and every hour of the day.
- **State-of-the-Art Technology**  
Chat technology includes sophisticated rules engine, prioritization routing and advanced analytics.
- **Highest Integrity**  
Above all, Etech's motto is "Playing by the Rules". They adhere to the highest standards and the results can be seen in their strong retention rates and CSAT scores.

## SOLUTION IMPLEMENTED QUICKLY

Etech's experienced and dedicated project management team implemented the solution in just four weeks. Their sophisticated chat solution was configured to:

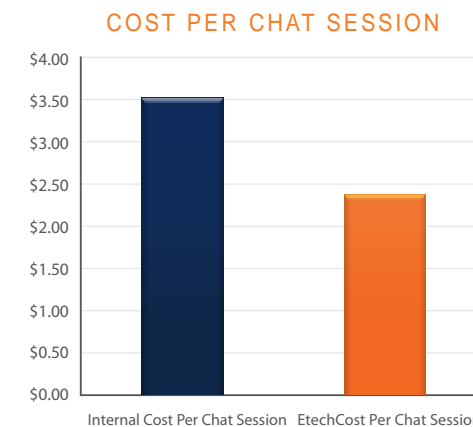
1. Monitor web site visitors
2. Identify hot prospects based on visitor attributes and browser behavior
3. Engage prospects with targeted communication and offers
4. Convert hot prospects into customers
5. Refine the process using transactional and behavioral-based data and reports.

Here's how it works:

1. **Define Business Rules**  
Etech works with each client to define specific conditions for proactive chat invitations such as time on site, page views, shopping cart abandons and more. The solution also allows clients to exclude employees, out of service regions and other visitors that are out of scope.
2. **Prioritization Engine**  
Etech's chat technology routes chat sessions based on the skills of the agent, wait time, visitor priority and shopping cart value.
3. **Active Analytics**  
Etech's sophisticated reports help boost conversion rates and orders per hour.

## EXCEPTIONAL RESULTS RIGHT AWAY – INCREASED CONVERSIONS, CSAT AND REVENUE

The telecommunications provider was extremely pleased with Etech's results during the trial period. Etech's cost per chat session was lower than internal costs and conversion rates were up. The best surprise was the increase in customer satisfaction – even higher than the internal team.



Outsourcing to Etech reduced the cost per chat session by 32% allowing the company to realize an even greater savings on this already low-cost sales channel.

## CaseStudy

Web Chat Services

### WHO IS ETECH?

Etech, Inc. is the leading provider of customer contact solutions and lives by the motto "playing by the rules". They adhere to the highest standards for inbound and outbound phone sales and service, chat sales and service, and technical support. For over a decade, Etech has been the partner of choice for several top-tier industry leaders. They have a proven history of helping companies cost effectively acquire new customers and maximize profits by servicing and growing existing customers. With a strong record of customer retention, Etech is constantly expanding its business to meet the industry's growing needs.

*Agent was VERY helpful and I was wowed! Thanks again for excellent service!!*

### FOR MORE INFORMATION

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