Lightico

Leading Mobile Operator Increases ARPU and Boosts Net Sales with Lightico.

SUCCESS STORIES: TELCO TELESALES

The Challenge

A leading European mobile network handling over 400,000 telesales and service calls per month sought to boost both compliance and efficiencies in telesales and to improve customer experience. Their sales leadership team set out to reduce the number of calls required to make a new sale, maximize conversions and Average Revenue Per User (ARPU) through new device and data plan sales, minimize post-call cancellations, while improving first call resolution (FCR). By implementing Lightico's digital customer interaction solution, the network was able to streamline sales processes to increase, ARPU, boost net sales and reduce post-call cancellations.

Customers often called just to inquire about new devices and pricing, but not complete the sale. Agents would verbally explain to customers about their numerous devices and plans. But, because of the endless options and lack of visual understanding, customers found it difficult to remember and evaluate the sales offer, and would often need to think about the offer, then call back and need to restart their sales journey again from scratch with another agent.
Ofcom compliance regulations require terms and conditions to be read to customers which would consume anywhere between 4-12 minutes depending on the products being purchased.

This massively reduces agent effectiveness and negatively impacts the customer experience. The process also negatively impacted conversion rates, Average Revenue Per Customer (ARPU) was low as agents were unable to effectively showcase the value of higher-priced plans and phones. To address these, the leadership team sought a solution that would enable their agent to increase sales rates, improve ARPU and reduce post-sale cancellations while still providing a great customer experience.

The Solution

The Telco Operator implemented Lightico to empower their sales agents to complete full sales cycles in real-time through the customer's cell phone. Lightico's digital capabilities were implemented across their contact centers within a few weeks, then integrated with existing business systems via Lightico's ability to integrate to the customers CRM and business systems.

Now when customers call advisors can share images of devices, build and share visual order summaries collaboratively with the client, collect eForms, eSignatures and T&C consent and make secure payments - all in real-time & direct via their mobile phone. These capabilities helped streamline the sales process, increased conversion rates, reduce agent handling times, increased upsell opportunities & reduced sales abandonment.

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The Results

Now agents are able to visualize offers and details to customers in a single seamless journey.

Customers can easily see and approve their purchase quickly and conveniently The operator is enjoying increased ARPU driven by 10% higher rate of net sales, and a10% higher APRU (Average Revenue Per User), as customers have higher confidence in what they are buying.

Customers are also enjoying an improved sales experience, proven by a 5pt Net Promoter Score increase - all within a month of implementing Lightico's solution. Agent motivation is at an all-time high as they waste less time on irrelevant calls, can better track their sales, upsell to increase sales value and provide a better customer experience.

-15%	**+5pts**	**+10%**	**+10%**
Average Handling Time	Net Promoter Score	Conversion Rate	Average Revenue Per User

About Lightico

Lightico is an award-winning SaaS platform that empowers businesses to accelerate customer journeys. With Lightico Digital Completion Cloud™, companies leverage no-code workflows to collect customer eSignatures, documents, and payments, and authenticate ID in real time — straight from the customer's smartphone. As a result, businesses enjoy faster and shorter sales and servicing cycles, boost NPS, and significantly improve their completion rates.