

SUCCESS STORIES: TELCO TELESALLES

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

Overview

A leading American mobile network handling over 200,000 telesales and service calls per month sought to boost 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 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.

"Our customers are buying higher value devices, more accessories, they are happier with their sales journey. They are more confident with their purchase decision and much less likely to cancel due to miscommunication. Lightico has bridged the gap between traditional telesales and the instant, intuitive, mobile experiences that our customers are used to."

...
VP Sales & Service,
Leading American
Mobile Network

Challenge

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.

The process hurt conversion rates, Average Revenue Per Customer (ARPU) was low as agents were unable to effectively showcase the value of higher-priced plans and phones. Post-sale cancellation rates were at an all-time high, due to incorrect information and misunderstandings between the sales rep and customer expectations.

To address these sales and cancellation rates, 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.

↑ **22%**
Net Sales Rate

↓ **33%**
Cancellation Rate

↑ **15%**
NPS

Solution

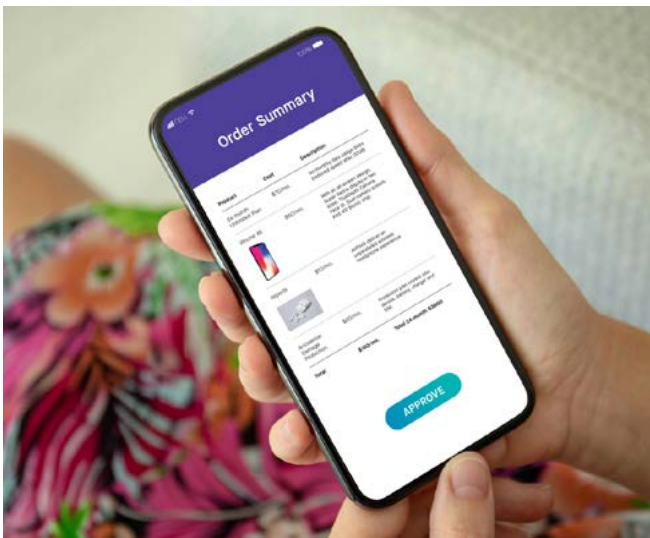
The Telco Operator implemented Lightico to empower their sales agents to complete full sales cycles in real-time through the customer's cell phone. Lightico's digital capabilities were implemented across their contact centers within two weeks thanks to easy API integration. Now agents can share images 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, while speaking to the customer, direct via their mobile phone.

These capabilities helped streamline the sales process, increased upsell opportunities, reduced sales abandonment, significantly reduced post-purchase regret and after-call work.

Key Results

Now that agents are able to visualize higher-value goods and customers are able to see and approve their purchase quickly and conveniently, the mobile operator is enjoying increased ARPU driven by **22% higher rate of net sales**, and **33% lower post-purchase cancellation rate** due to reduced customer regret. Customers are also enjoying the improved sales experience, proven by a **15% 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.



**Increase Your ARPU
and Boost Net Sales
with Lightico**

LEARN HOW

About Lightico

Lightico's platform for digital customer interactions empowers your agents to collect forms, documents, eSignatures, photos, consent to T&Cs, payments and to verify ID instantly while they have customers on the phone.

By simplifying customer interactions throughout the customer journey, businesses make it easier for their customers to be their customers, earning their trust and loyalty, translating to higher profits.

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