



StarTek Solution: New Account Sales

The customer lifecycle begins with the acquisition of new customers, and StarTek connects with them in a way that provides positive experiences and builds strong relationships between clients and their customers. Whether a client is acquiring business customers or consumers, StarTek provides superior sales results, provides a high conversion rate and increases average revenue per sale. Our clients invest time and money to generate qualified customer acquisition opportunities and StarTek understands the importance of making the most of every circumstance. Our objective is to provide high levels of customer satisfaction from the beginning by providing a meaningful and satisfying customer experience. A positive customer experience sets the stage for establishing, growing, and retaining valuable relationships. We understand that a one-time sale does not contribute to long-term revenue goals; a customer has to feel valued and understood. Our core focus is on customer treatment and in creating a uniquely valued experience that sets our clients apart from the competition, leading to better sales and retention results.

StarTek Difference

Delivery Optimization: StarTek is a company dedicated to serving our clients and their customers. This culture, combined with our over 20 years of experience, provides the foundation for our clients' success. We are flexible and design solutions around our clients' goals, with the result that StarTek delivers superior results. Just ask our clients.

Human Synergy: StarTek's Human Synergy model targets the right agent profiles during recruiting, screens candidates with realistic job previews and "best fit" analysis, delivers our solid sales training methodology to both agents and their managers, and ensures delivery optimization through our advanced performance management tools and approach. Finally, we provide an environment for career advancement that improves morale and tenure.

Value-Added Technology: StarTek's VoIP-enabled infrastructure provides flexible and seamless delivery while our business intelligence platform provides superior reporting and analytics capabilities.

StarTek Value

- Increase conversion rates
- Raise average revenue per sale through up-selling and cross-selling
- Improve customer satisfaction to increase retention and propensity to buy
- Reduce cost per sale

StarTek Choice

StarTek offers our clients a variety of multi-channel customer interaction capabilities including voice, chat, e-mail, and back-office support. In addition, we offer several delivery options located in the Philippines, Canada, and the United States, which includes our hub-and-spoke delivery platform, StarTek@Home agents.

Case Study

Challenge: One client's biggest challenge was to achieve sales conversions above their internal targets of 16% for qualified inbound callers.

The Solution: StarTek implemented a proprietary sales training solution to increase sales agents' awareness of customer needs and sales opportunities. The goal was to create a positive customer experience from the beginning in order to set the stage for customer loyalty and retention

The Result: StarTek delivered a 25-30% average conversion rate, surpassing the client's goal by 9 to 14%. We also provided added value by analyzing why the remaining 70-75% did not convert and by recommending ways to improve factors such as price, product mix, and installation support.

Client Testimonial

"StarTek takes customer care beyond the basics, using a multi-layered customer care strategy. StarTek's vision, capabilities and strategy will enable us to meet our business goals."

CEO, National Cable & Satellite Provider