



StarTek Solution: Up-selling and Cross-selling

Companies that provide outstanding on boarding and service activities create satisfying customer experiences. These companies are not only able to keep their customers, but they also earn up-sell and cross-sell opportunities. Satisfied customers provide a higher propensity for account growth, and StarTek helps companies create and convert those opportunities. Whether providing direct response services for marketing campaigns or converting service calls into sales calls, StarTek is an expert at turning opportunities to sales. If a customer contacts a company and receives outstanding customer care, technical support, and product support, customer interaction can lead to an immediate sales opportunity. This process, known as “service to sales,” offers companies a way to increase conversion rates while providing lower cost of sales. Conversion rates are higher and costs are lower because the customer has already decided to call you and is engaged, without having to be prompted by a large spend in marketing and advertising. StarTek provides higher revenue per service call because we have representatives and home agents who treat customers well, can resolve their issues, and are trained to capture service-to-sales opportunities. Our ability to provide higher conversion rates and improve the average revenue per sale is derived from our core focus on treating the customer well.

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

- Improve customer satisfaction to increase retention and propensity to buy
- Increase conversion rates
- Raise average revenue per sale through up-selling and cross-selling
- 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: A subsidiary of a current client wanted to improve sales conversion rates.

The Solution: StarTek implemented our proprietary sales training solution to increase sales agents’ awareness of customer needs and sales opportunities, and to create a positive customer experience from the beginning to set the stage for customer loyalty and retention.

The Result: Sales conversion rates rose from 6% to 22%, exceeding the client’s goal of 20%—all within the first six months and while ramping up the program! StarTek continued to work with the client to continuously analyze non-conversions and evaluate any influencers that might negatively impact conversion rates.

Client Testimonial

“StarTek impressed us with its offering of recommendations, both in processes to improve tools and in sales training and technology, such as IVR, ACD call routing, and eCare. By incorporating StarTek’s integrated customer service programs into its business model, our client base grew roughly 1000% from initial launch.”

*Client Senior Manager, Customer Care
Satellite Broadband Provider*