



MAXIMIZING SALES CHAT

Drive top line revenue and strengthen the value of online experiences through chat.

A media communications client wanted to reduce the number of service-related chats hitting their sales chat agents' queues. The transfer activities were dragging down sales performance. That's where Afni came in.

The Opportunity

As an existing sales chat partner, Afni proposed a new pilot to reduce the number of service-related chats hitting their sales queues and to increase the overall effectiveness of chat as a channel. In partnership with our client, we discovered that service-related chats were 23% of the total chat volume coming into our agents. We also discovered that the required triage-and-transfer activities used up too much agent time and deflected focus from sales activities.



© Afni, Inc. All rights reserved

The Solution

Our team collaborated with the client's SMEs to identify and analyze all variables directly or indirectly affecting outcomes. Afni implemented three changes to solve the problem. We enhanced the pre-chat survey, adding customer selections to indicate the chat type (sales or service). We also redesigned the chat button, adding emphasis to the CHAT NOW button for better placement and visibility on the client website. Finally, we changed the chat invite content to get the right chats into the correct queue and adjusted the sales chat invite content so it was more sales-focused.

Real Results

The results of the recommendations were immediate across the entire channel.

- ✓ Chat Transfer Rate dropped from 23% to 13%
- ✓ Chat Conversion increased from 8% to 12%
- ✓ 2-Service Bundle Sales increased by 29%
- ✓ 3-Service Bundle Sales increased by 53%

In addition, Afni transformed our Tucson, AZ center into the client's Chat Center of Excellence. We remain as the sole provider of sales chat (internal or external) and continue to improve with year over year increases since project launch.

Channel: Chat

Solution: Sales

Industry: Communications

Location: Tucson, AZ



About Afni

Afni provides customer engagement solutions at each step in the customer journey. Our performance, consultative approach, and industry expertise have earned the trust and partnership of many of the world's leading brands. We're a mid-sized BPO with the ability to scale to your needs, plus the flexibility to deliver real results quickly. Customer growth, care & retention, consumer collection, insurance subrogation, and more. Start a conversation with us to learn more.

✉ solutions@afni.com | 🌐 www.afni.com | ☎ 866-377-8844