

Unlocking Growth: How to Transform Your Contact Center into a Customer Acquisition Dynamo

With Contact Center Expert Michele Santagata

Welcome to today's webinar! We will begin shortly.

Welcome to Today's Webinar!



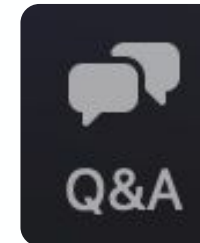
Serge Rubinstein
Marketing Director
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President
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Today's session will be about **45 minutes** with time for **Q&A**.



Use the **Q&A button** on your screen to submit questions.



All registrants will receive the **video recording** and **slides** following the broadcast.

What will you learn today?

- Proven approaches to the Customer Journey & Lead Conversion Process
- Keys to leveraging Multi-Channel Outreach
- Techniques to Empower Your Agents to Drive Sales
- Technology for Efficiency & Increased Conversions

Make sure you stay to hear my #1 strategy for handling phone calls!

Get clear on the **goal** and **mission** of the contact center

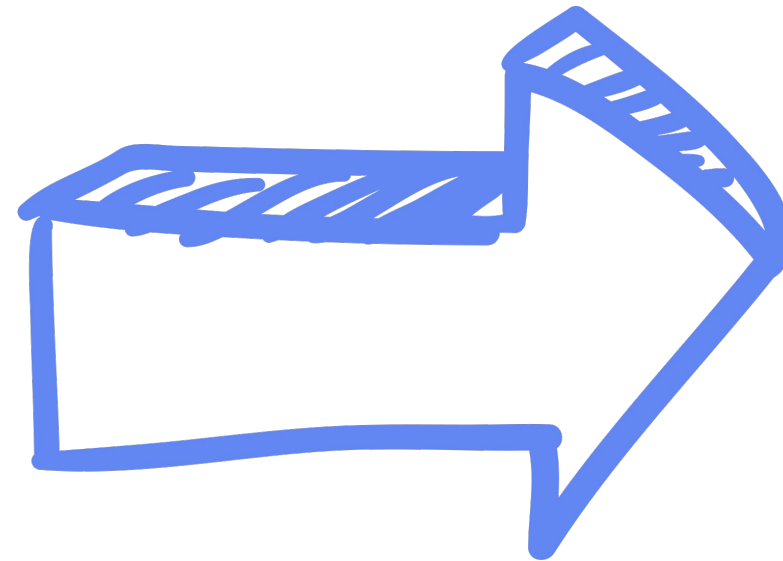
First, define.

Then, critique what the contact center team is doing daily.

Finally, remove **ANYTHING** if it doesn't directly support the goal and mission!

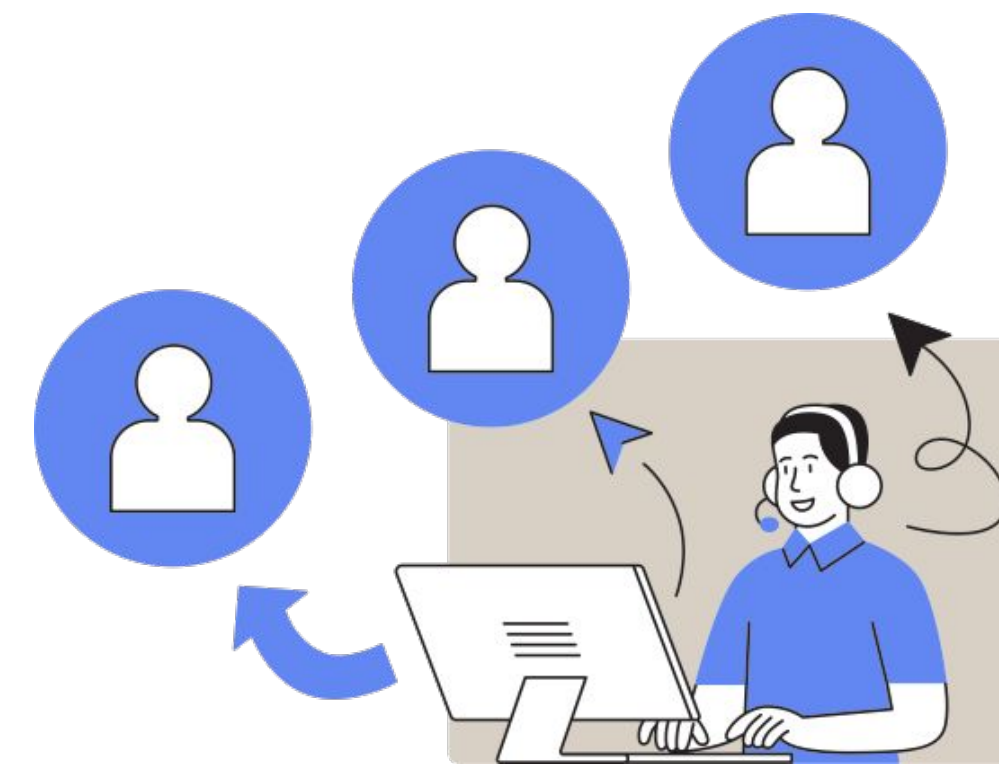
The BIG Miss

Inquiry

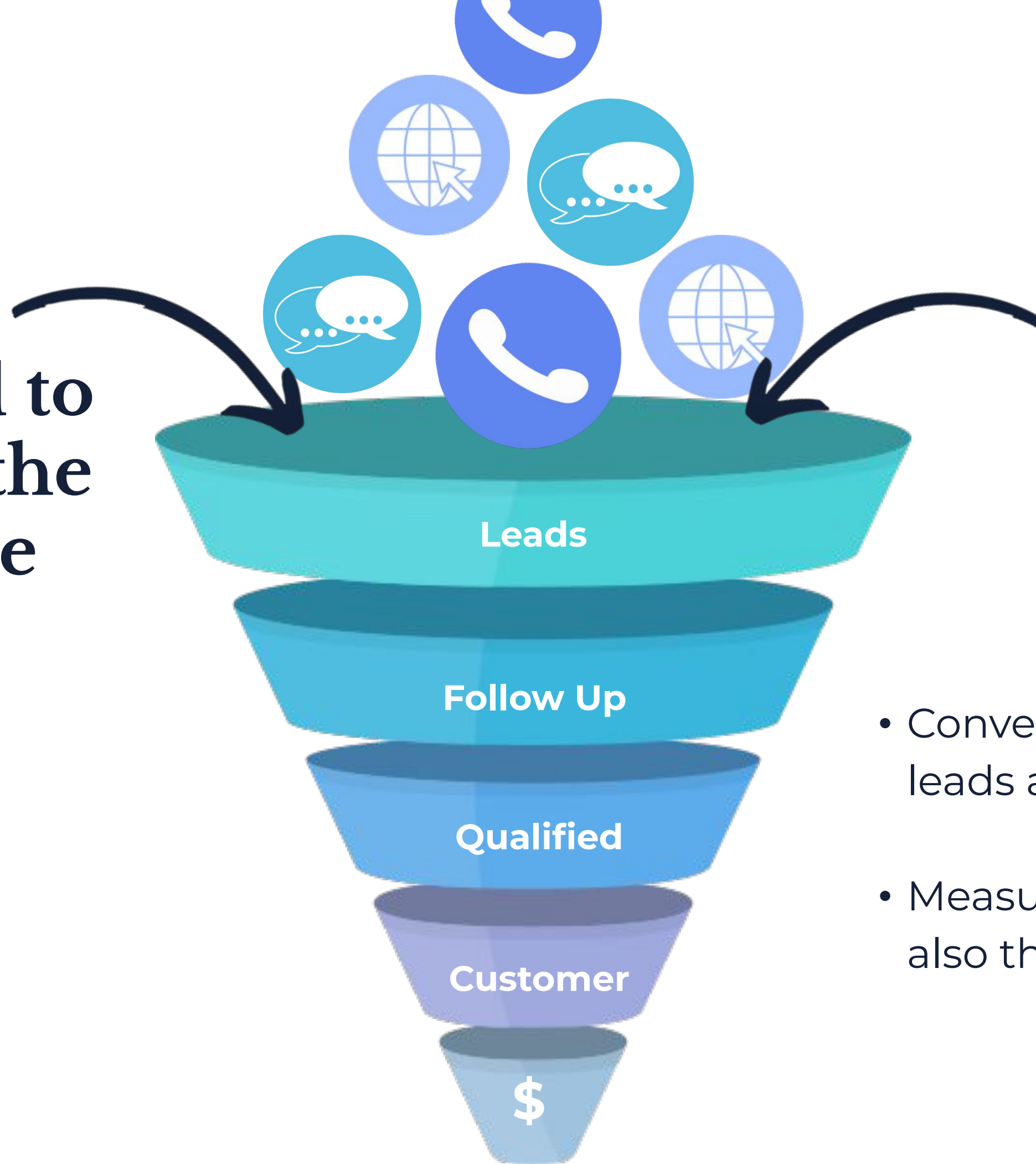


Lead

Is your contact center transforming curious customers into viable leads for your sales funnel?



Leads need to make it in the funnel to be closed!

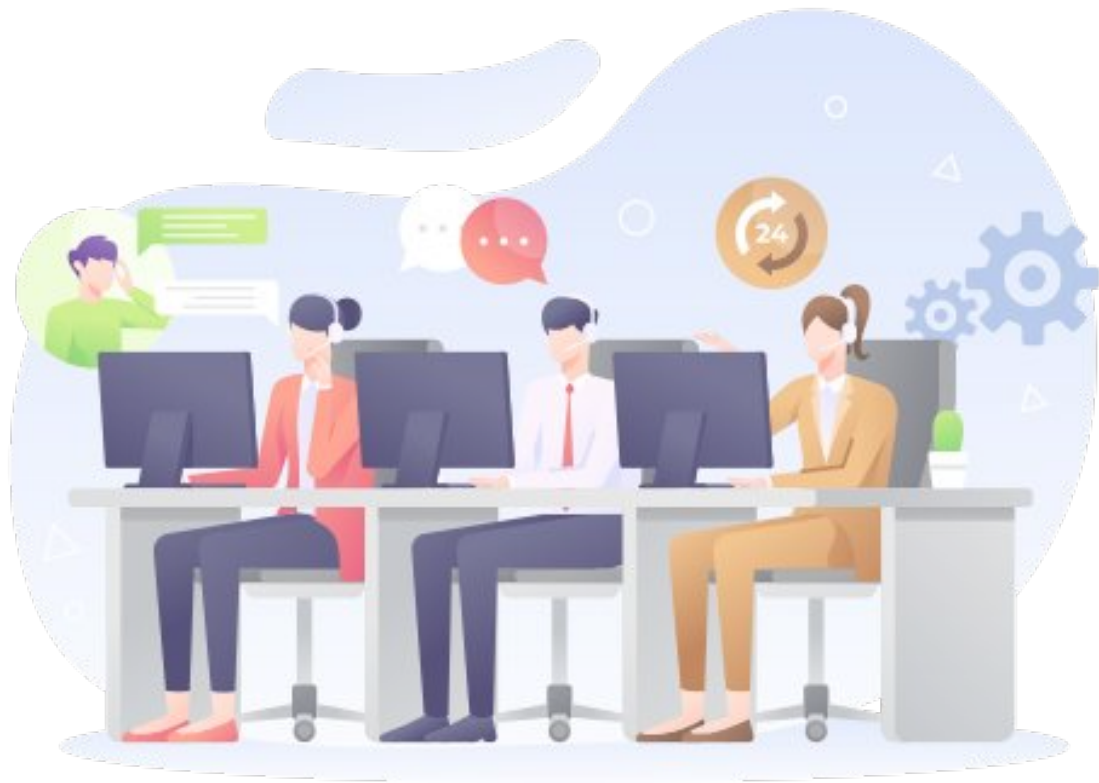


- Convert as many inquiries to leads as possible
- Measure at each stage and also the gross inquiry to sale

**What do you
know about your
customers?**



How can you use information to customize follow up?



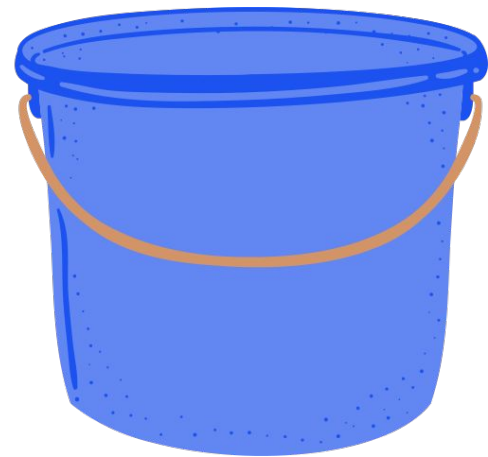
- As simple as: customer booked an appointment and didn't show up.
- More complex such as: customer booked an appointment, they are 30-40 year old male in Delaware and searched for specific keywords.
- The point is to use what you have and MOST importantly, do the follow-up!

**Based on your business,
what can you put in these
buckets?**

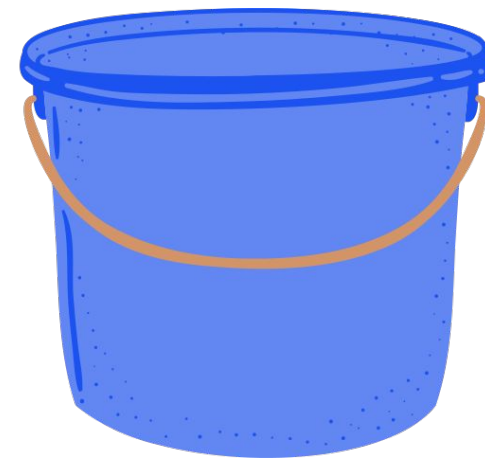
Example:

Call center that gets leads through web forms and books appointments for multiple dermatology offices.

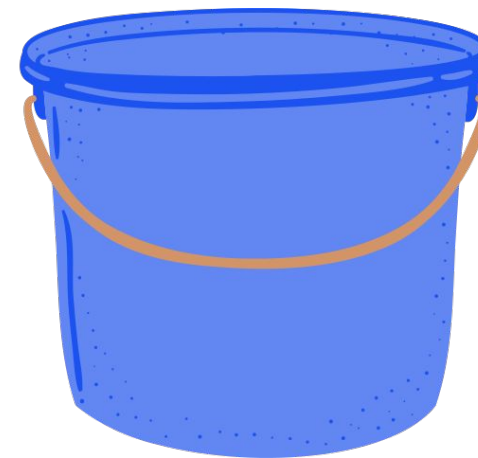
No Contact



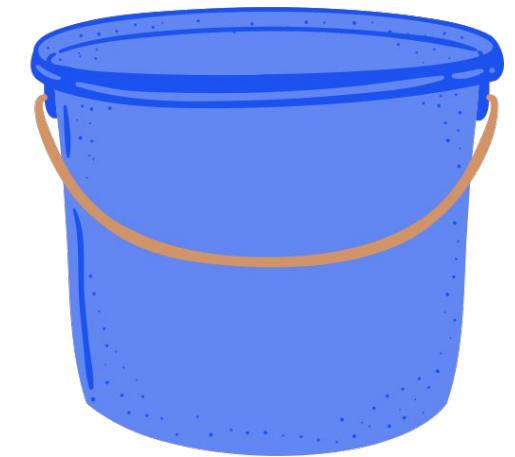
Not booked



No Show



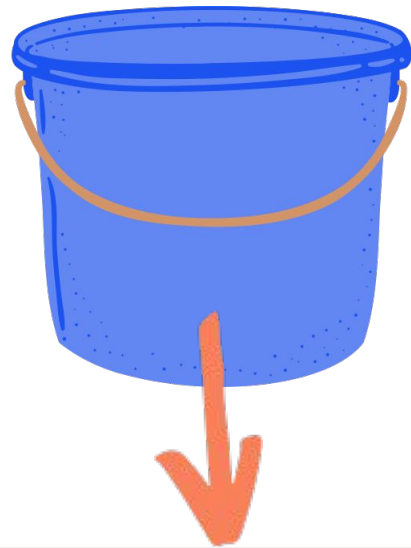
No Sale



How can you tailor outreach to these leads in messaging and approach?

Example scripts - Calls, Emails or SMS

No Contact



Bucket Specific

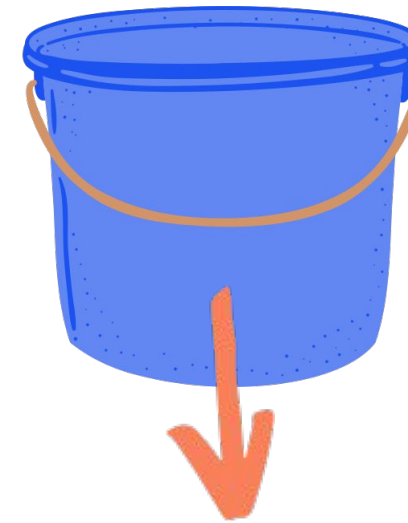
"We haven't been able to reach you and I want to tell you about our limited time offer!"

Bucket + demo data segmenting

Female, 40s, looking for Botox

"I wanted to reach out because we haven't spoken yet. Women at our clinic are loving our Botox special for November, and I wanted to make sure you didn't miss it!"

No Show



Bucket Specific

"I'm so sorry we missed you yesterday, but the good news is I can get you rescheduled and add in our November offer!"

Bucket + demo data segmenting

Female, 40s, looking for Botox

"I'm sorry we missed you yesterday! Women at our clinic are loving our Botox special for November, I don't want you to miss out! Let's get you rescheduled so I can sign you up for this offer."

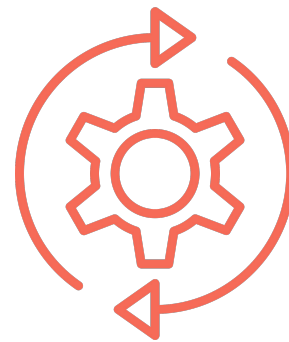
Contact Center Touchpoints

Meet customers where they are



Omni-Channel

Use many channels to reach out to callers. Make it easy.



Automate

Automate where you can, personalize where appropriate, agents handle more in depth



Test Use Cases

Applications and goals of each channel. Every channel may serve a different purpose.



Avoid switching

Don't force customer to another channel too early



Agent Support

How are you preparing your team to get **results**?





90%+

of contact centers take over two months to bring their agents to a proficient level.

Industry average annual turnover rates

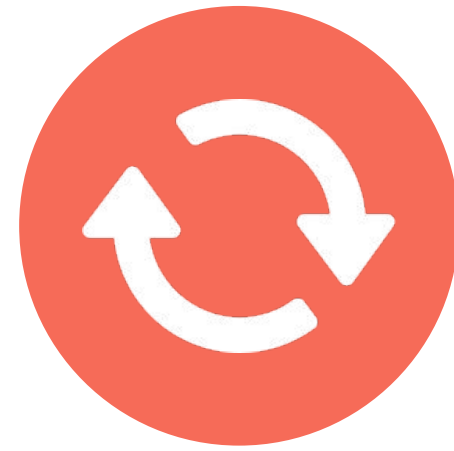
30-45%

How can you provide continuous training and support?



Create winning systems and processes

The more simple and intuitive the processes, the easier it will be for agents to learn.



Ongoing Training

Continual coaching and feedback through various methods



Allow agents to connect with callers

When processes and systems are created to empower agents, they can do the real job of connecting with the caller!

Tools for Agent Support



- Scripting - Allowing agents to reference a call flow to stay on track
- Rebuttals/Knowledge Base - Presenting agents with information they need when they need it
- Automated QA - Real - time feedback and guidance

Rewards & Recognition

Feedback – Agents need to know where they stand

Gamification - Make it fun!

It doesn't have to be complex.
Just do it!

Take care of the team and they'll take care of your customers.



Master this Sales Technique - Add more leads to your funnel!



Address & Redirect

- Agent in control of the call
- Address then move on
- Redirect back to the call flow

What it sounds like

How much does it cost?

The cost depends on many factors, including your goals for treatment and insurance coverage. We'll be able to provide a detailed breakdown at the free consultation. What's the best number to reach you on in case we are disconnected?

Where are you located?

We have many locations in your area. I'm happy to see what's closest to you. May I have your first name so I can address you properly?

Always end with a question, which returns to the call flow and pushes the call forward!



The Right Technology



- CRM
- Integrations
- AI, machine learning or automation
- Chose the RIGHT solution for your business. Not what everyone else is using.

Final Thoughts

Customer Journey & Lead Conversion

Can you measure conversions at each stage?

Multi-Channel Outreach

Are you meeting customers where they are?

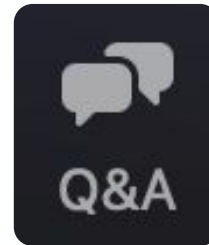
Agent Support & Training

How can you arm your agents with the info they need, when they need it?

Tools & Technology

Are you getting the most out of the tools you already have?

Q&A



Use the **Q&A button** on your screen to submit questions.

Connect with Michele:

<https://santagataconsulting.com/>

See Balto in action!

Click the link in the chat to schedule a demo.

Or visit: www.balto.ai/get-demo

Balto 

To learn more about Balto,
visit balto.ai



**Thank you
for joining!**

Next: Q & A

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