



# 8 Strategies for Modern Contact Centers to Drive Better Sales Performance



## Learn how to improve:

- + CONVERSION RATES
- + CONSISTENT SALES REP BEHAVIORS
- + OBJECTION HANDLING
- + VISIBILITY ACROSS YOUR BUSINESS
- + TARGETED SALES COACHING PROGRAMS



**For contact centers focused on driving revenue and growth for their organizations, success rests on conversion rates.**

**For outbound sales, it's the call-to-conversion rate and conversions per day that are critical. For inbound, it's close rate and additional revenue or upsells.**

Revenue is the lifeblood of every company. Without it, you can't invest and grow.

And it's exactly why driving more consistent revenue is becoming a critical component of contact center strategy and operations.

At scale, achieving consistent rep performance is tricky, but with better visibility and targeted coaching programs, it's achievable.

In this guide, you'll learn **8 innovative ways** sales-focused contact centers are increasing their conversion rates, driving bookings, and growing revenue.

# Adhering to and Improving Sales Scripts

Sales scripts are the foundation of a sales conversation, helping agents stay more productive and on-message while following best practices. However, unless you're able to monitor every call, it's impossible to know if agents are actually adhering to the script they've been given.

And that's a major gap. Leaders simply don't know if reps are using the right talk tracks to drive business outcomes.

**Now, thanks to AI and automation, sales leaders can analyze every call and identify the most and least effective scripts to follow—and whether reps are actually using them.**

**20%** **More Conversions,  
Thanks to Visibility**

A leading financial services company uses Observe.AI to understand behavioral patterns among its contact center agents. Thanks to increased visibility, they realized low performers were relying on boilerplate company information too much and, as a result, sounded robotic, compared to other sellers that were making genuine connections. With new script updates and additional training, the company improved conversion rates by 20%.

# Driving Sales Rep Behavior

As a sales leader, you know more or less what sales rep behavior works and what doesn't. However, you can't always monitor whether that behavior is happening.

## Until now.

Contact center AI, like that of [Observe.AI](#), can automatically analyze and detect whether, for example, empathetic statements are being used and flag instances where they're not for targeted coaching moments.

With these insights, you can transform moments that could cause a customer conversation to go sour into a productive sale instead.

Examples of Empathy Statements	
MAGIC Moments	Tragic Moments
<b>HELPFUL</b> "How can I help?"	<b>SLOPPY</b> "Hang on" "Just a sec" "Here's what I'm gonna do"
<b>SET EXPECTATIONS</b> "I'll keep you updated"	<b>UNCOMMITTED</b> "We'll have to call you back" "I don't know"
<b>EMPATHETIC</b> "We're sorry for the inconvenience"	<b>AUTHORITATIVE</b> "You should have" "Calm down"
<b>CONFIDENCE</b> "I will personally take care of that for you"	<b>UNEMPATHETIC</b> "You're not supposed to do it that way" "Why did you do that?"

# Building Better Sales Scripts with Firmographic Data

Every prospective customer is different. So why are you talking to everyone the same way?

With more visibility into every interaction, you can perform deep analysis to identify the needs and wants of different customers—and improve your sales scripts to run better conversations.

For example, these insights could allow you to perform firmographic analysis, like how questions or interests may change depending on a customer's geographical location.

**Observe.AI customers are able to identify these trends and then coach their reps on region-specific scripts.**

When integrated with a CRM, the agent is armed with a more relevant sales script and can build a better rapport early on.



# Monitoring and coaching on soft skills

Identifying scripts that work and then ensuring sales reps are using them is a recipe for success, but we all know sales is more than just sticking to scripts. It's about exhibiting the right behavior, too.

Soft skills are the key to building rapport between an agent and customer, and rapport is the key to closing more business. But which soft skills make the biggest impact on conversion rates?

Being able to monitor that your agents are displaying those soft skills, and knowing exactly what to train those agents on allows sales leaders to focus on what matters most.

**With AI sentiment analysis, you can pick up on whether agents are demonstrating the behaviors you want them to.**

The screenshot shows a 'Coaching Session' window. At the top, 'Sales Coaching Area:' has three tabs: 'Pricing Negotiation', 'Upsell Talk', and 'Discount Offers'. Below this, 'Conversation Marked for Coaching:' is a table with columns: 'Evaluation Date', 'Evaluation Name', 'Evaluation Result', and 'Action'. The table contains one row: 'Aug 21, 2022', 'Sales Rep Evaluation', 'Fail', and 'Follow up'. Below the table, 'Feedback\*' contains a text box with the text: 'Discussed upsell opportunities. Serenity agrees that she had a hard time handling pricing negotiations and discounts.' Below that, 'Action plan\*' contains a text box with the text: 'Follow guidelines mentioned in the pricing negotiation playbook. Supervisor will listen to 1 call weekly and sync after 1 month.'

## Common valuable soft skills include:

Soft skill	Impact
Problem-solving skills	The agent's ability to think critically and find answers to complex queries, and more skillfully resolve the caller's issue.
Positivity	An agent should approach every conversation with positive intent. In addition to providing a positive experience for callers, this also contributes to a better workplace culture among other agents and managers.
Collaboration	As coaching programs become smaller and more targeted, small group, peer, and 1:1 training sessions rely on a collaborative mindset to yield more impactful results.
Adaptability	The more complex the industry or product, the more complex the sales process. In an ever-evolving world, agents must be able to adapt to frequent changes, whether it be coaching programs, new compliance legislation, or environmental changes out of their control ( <b>like the rapid shift to remote work as a result of COVID-19</b> ).
Active listening	There's a difference between hearing the caller and truly listening to the caller. Active listening is the key to understanding the caller's and more effectively closing business.



# Tightening Operational Inefficiencies

When a sales rep has a customer on the line, every moment matters, and every response counts.

Operational gaps—like a suboptimal Internal Knowledge Base (IKB), CCaaS integration limitations or a lack of permissions for agents—can directly impact an agent's conversion rate.

With better visibility into what's happening on the front line, you can make a major impact on bookings, and revenue.



EmployBridge, the nation's largest industrial staffing firm, places 400,000 associates across more than 12,000 companies every year. With Observe.AI, they discovered that the phrase "calendar full" was said on 30% of calls where an interview wasn't booked due to a technological issue with their calendaring system. It was a missed opportunity equivalent to \$34 million in revenue every year that was quickly resolved.

# Accelerating Agent Onboarding

Sales rep and agent attrition is one of the biggest challenges contact centers face. The rotating door of hiring, onboarding, coaching and rehiring is incredibly resource intensive.

## How can you avoid it?

A survey conducted by Paycor found that 58% of employees are likely to stay at a company for three or more years if they have a great onboarding program.

When sales reps feel prepared for their duties and can hit the ground running with strong performance, they stick around. It's that simple.

**Better visibility into the behaviors of your best performers means you can understand what works and what doesn't—and can onboard new reps with the most effective tactics. You can answer questions like:**

- What are the best openers and closers to build rapport early and often?
- How do top reps identify customer need/pain?
- What discovery techniques and questions are top reps asking?
- How do the best reps demonstrate soft skills (empathy and active listening)?



# Turning DSAT into CSAT

One poor sales conversation doesn't necessarily mean lost business. If you can identify where a customer may be frustrated, **you can create opportunities to turn that experience around and drive more business.**

From there, teams can establish a protocol to proactively reach out to those prospects and offer them discounts or refunds (in the case of retention) to prevent bad customer reviews before they happen.

## This can come in the form of:

- An outbound phone call offering another form of resolution
- An email campaign with a discount code
- A text SMS containing special offers
- Or simply a notation on the customer record so that the next time they call, you can provide improved customer experience

# Reduce Manual Tasks

As the saying goes, time is money. Nowhere is that more true than in sales.

Evaluating sales rep interactions with a quality monitoring or quality assurance (QA) program is critical to understanding whether reps are hitting the mark.

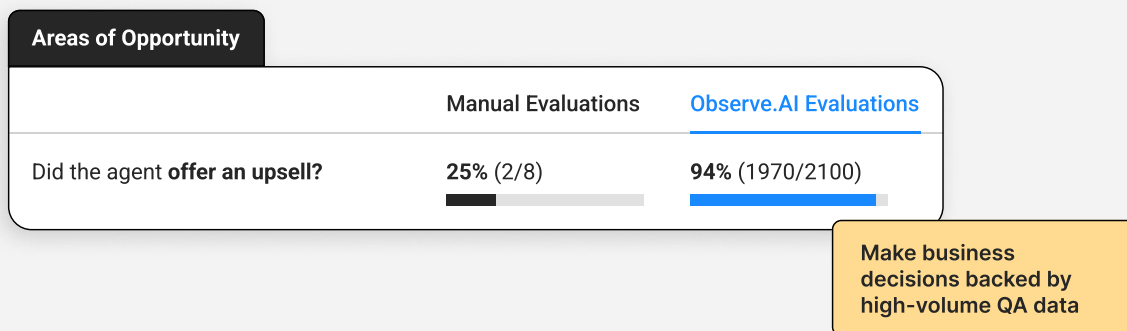
Yet, for many companies, QA is a tedious and manual process and most companies only evaluate 2% of interactions, if that.

The unfortunate result is a lack of visibility into what's actually happening on the front line.

However, new developments in contact center AI are automating QA and helping contact center leaders analyze **100% of sales calls**, providing accurate scoring and new levels of insights.

## Boost Agent Performance Faster With Auto QA

Auto QA automatically evaluates voice and chat customer interactions based on QA forms and criteria specified by you. It then shows you AI-powered evidence based on specific moments throughout the interaction so you can boost agent performance and drive faster impact on customer experience and revenue generation.



# The Future of Sales Is Conversation Intelligence

Contact centers have an opportunity to shift from a cost center to a revenue generator—and today, many are already making this transformation.

Sales leaders are already on the front lines with their sales teams, and those with better visibility into their business and the performance of their reps have an outsized advantage.

According to our recent **State of Contact Center Conversation Intelligence Report**, of the teams that use conversation intelligence:

**96%** say conversation intelligence created more transparency

**94%** say it enabled better coaching

**92%** say it helped make better strategic decisions

**89%** say it improved their ability to engage with customers

**86%** say it helped them bring down overall operating costs

# Observe.AI for Sales Teams and Revenue Growth

Drive consistency across every sales rep for every interaction.  
Track critical KPIs, improve performance, accelerate ramp, drive revenue.



## Replicate what works.

Analyze every interaction and surface insights and behaviors that improve rep effectiveness.



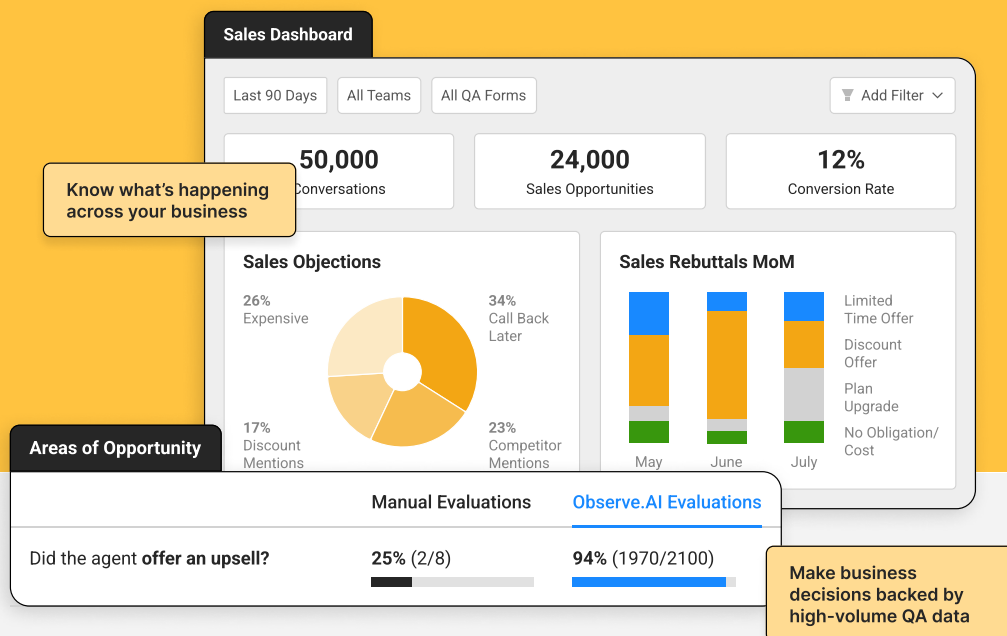
## Improve script adherence.

Ensure reps are following talk tracks to increase conversion rates and drive consistency.



## Get sales insights.

Identify common upsell opportunities, questions, and objections, then coach reps to handle them.



## BENEFITS AT A GLANCE

**4X**

increase  
in bookings

**20%**

increase in  
conversions

**18%**

revenue  
growth

**20%**

reduction in  
canceled services

# Increase Conversion Rates and New Bookings, at Scale

Know what works and what doesn't, then coach every rep to be a top performer through targeted and personalized coaching.

## Analyze Every Interaction

Arm contact center leaders with next-level insights, fueled by AI sentiment detection, empathy scores, and behavior analysis to name a few

### Coaching Session

#### Sales Coaching Area:

Pricing Negotiation ☒ Upsell Talk ☒ Discount Offers ☒

#### Conversation Marked For Coaching:

Evaluation Date	Evaluation Name	Evaluation Result	Action
Aug 21, 2022	Sales Rep Evaluation	Satisfactory	Follow up

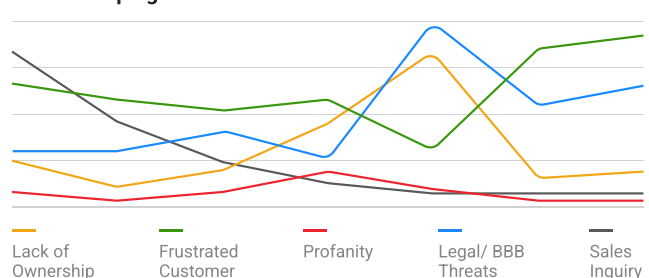
#### Feedback\*

Discussed **upsell opportunities**. Serenity agrees that she had a hard time handling pricing negotiations and discounts.

#### Action plan\*

Follow **guidelines** mentioned in the pricing negotiation playbook. Supervisor will listen to 1 call weekly and sync after 1 month.

### Sales Campaign Trends



## Overcome Objections

Identify how top reps overcome objections, then replicate that behavior across your team.

## Increase Upsells

Know if reps are upselling and cross-selling, then identify and train the ones who aren't.

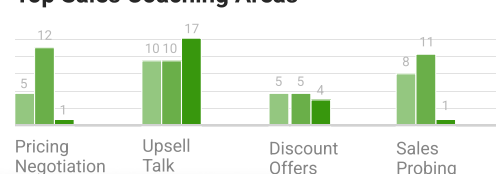
## Accelerate rep ramp time

Onboard new reps in record time with training focused on the most effective scripts and behaviors.

## Visualize Performance

Stack rank your sales reps and surface the cause behind performance discrepancies. Understand performance by team or individual.

### Top Sales Coaching Areas



### Bottom Performers

John Doe	<div><div></div></div>	42
Liam Smith	<div><div></div></div>	45
Jessica Lee	<div><div></div></div>	48
Ava Lopez	<div><div></div></div>	51
Kyle Brown	<div><div></div></div>	52

# About Observe.AI

**Observe.AI is the leading conversation intelligence platform for boosting contact center performance.**

Built on the industry's most accurate AI engine that analyzes 100% of interactions across channels, Observe.AI maximizes agent performance, pinpoints revenue and coaching opportunities, and up-levels quality assurance and compliance. Observe.AI's powerful workflow automation allows contact centers to apply meaningful insights and take action at speed and scale. The result is stronger business outcomes, such as better customer experience, higher revenue and better retention.

Observe.AI is trusted by hundreds of customers and partners across industries—including Pearson, 23andMe, Accolade, Group 1 Automotive and Public Storage—and is backed by Softbank Vision Fund 2, Zoom, Menlo Ventures, Scale Ventures and Nexus Ventures. Observe.AI is headquartered in San Francisco with offices in Bangalore, India.

For more information, please visit [www.observe.ai](https://www.observe.ai)



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