



September 2008 Week 4

Up-selling with EasyAsk

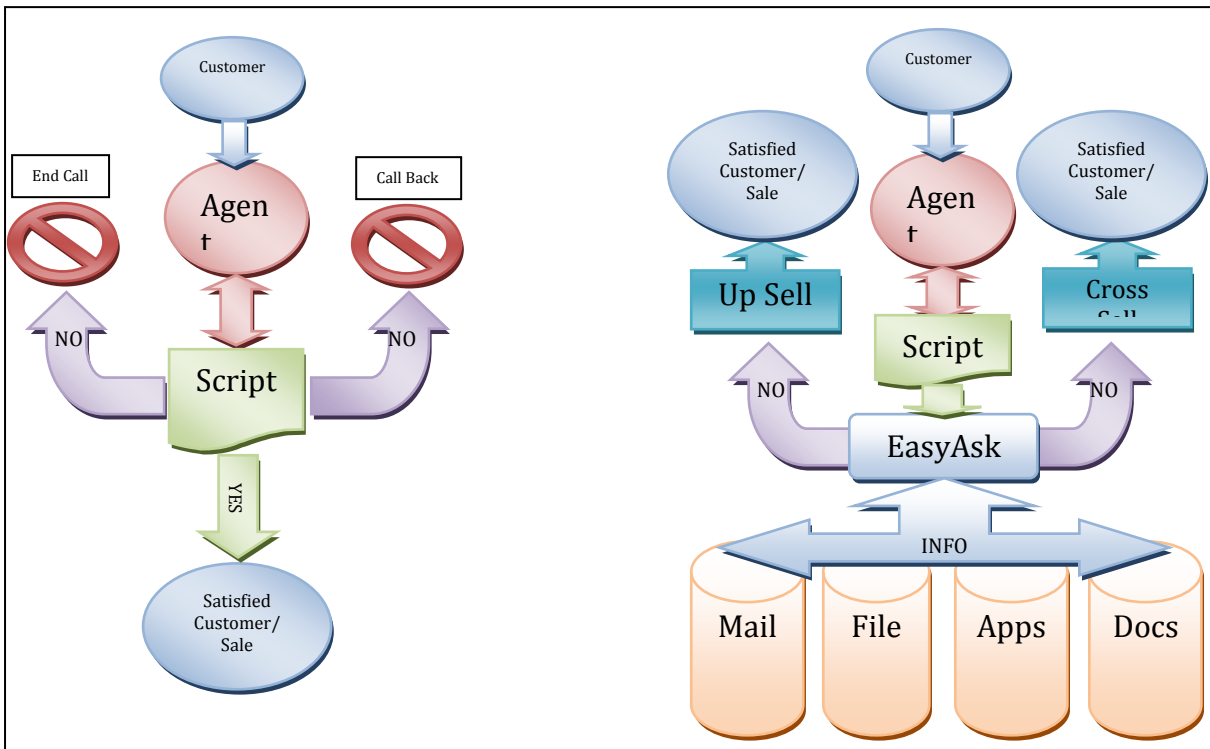
As the saying goes, there is more than one way to skin a cat. Similarly, there is more than one way to increase the profitability of a contact centre. Obviously selling more of the same product to different people would be the simplest way to increase profit, but it is certainly not the only way.

Up-selling refers to a salesman’s ability to entice customers into buying more expensive items than the items they originally showed interest in. More expensive items, upgrades or add-ons to the original purchase all form part of up-selling. Up-selling can also refer to exposing the customer to options they might not have previously considered. In order to up-sell, salesmen need access to all relevant product information.

EasyAsk is a business intelligence (BI) tool that enables agents to query various databases to access information. Having relevant information at their fingertips will ensure that agents can assist in any kind of query without specialist training. EasyAsk will access email messages, documents, fileservers and application servers using *ad hoc* English queries.

Contact centre agents rely on scripts to make a sale. These scripts allow agents to give all the relevant information to sell a specific product. However, should a customer require any information outside the script, agents are at a loss. A common technique for successful up-sellers is becoming aware of a customer's background and budget, allowing them to better understand what the particular person might need. With EasyAsk agents can access all the relevant customer- and product information in order to up-sell, without needing any additional training.

Customer queries can be typed into EasyAsk in everyday English. EasyAsk will provide the relevant answers and suggest related answers, thereby enabling agents to sell any product the contact centre has available.



The EasyAsk® application promises:

- Real time Interaction Management across all platforms
- Accurate MIS and Reporting
- Work force optimization
- Drive Management (Dashboard)
- First call resolution
- Up selling
- Improved customer satisfaction
- Data Cleansing (Lead optimisation)
- Self-Service(E-commerce)
- Contact Centre Architecture
- Saas (Software as a Service)

With EasyAsk contact centres can increase up-selling by ensuring agents have access to all relevant information that a customer might have.



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