EXECUTIVE GUIDE

How to Make the Switch to Conversational Sales and Increase Your Conversion Rate



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Introduction

The online sales environment is changing.

Most telecom companies who have a presence in the retail space have seen declining footfall into their stores. More and more customers are moving to online channels when in search for a new telecom provider.

However, catalogue-like websites showing only products and information, with an inbound call option are not enough to achieve high conversion rates.

Many modern consumers will use multiple channels to inform their decision, both online and offline, and they expect these to be fully interconnected experiences. This is especially important for businesses that sell high-involvement purchases, such as telecoms.

Customers want to engage on their terms, and companies are no longer the gatekeepers of information. Customers want an **easy, enjoyable online experience**.

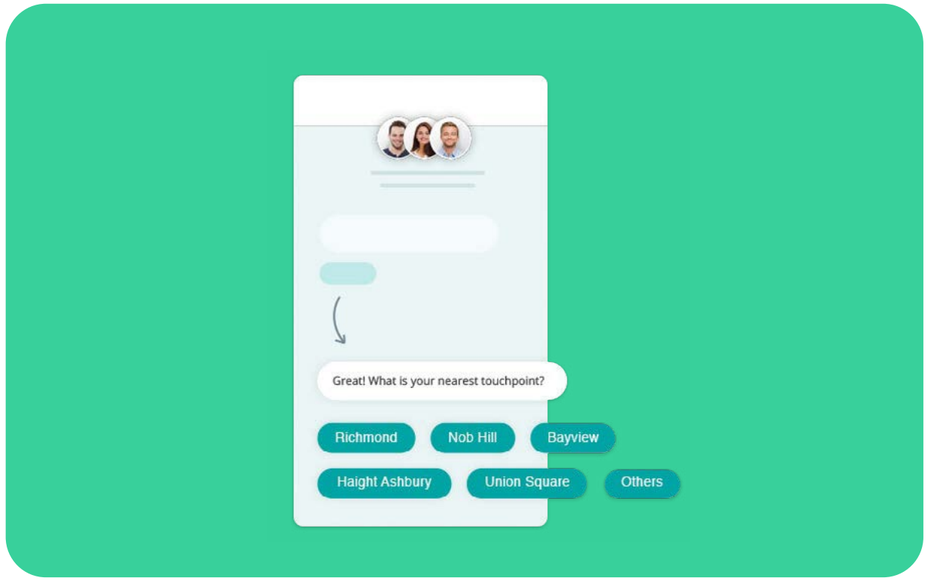
The modern-day customer is more informed than ever before and demands information, assistance and purchase with minimal friction.

Customers today are also sophisticated and well versed in product features; most read third-party product comparisons and use multiple online resources.

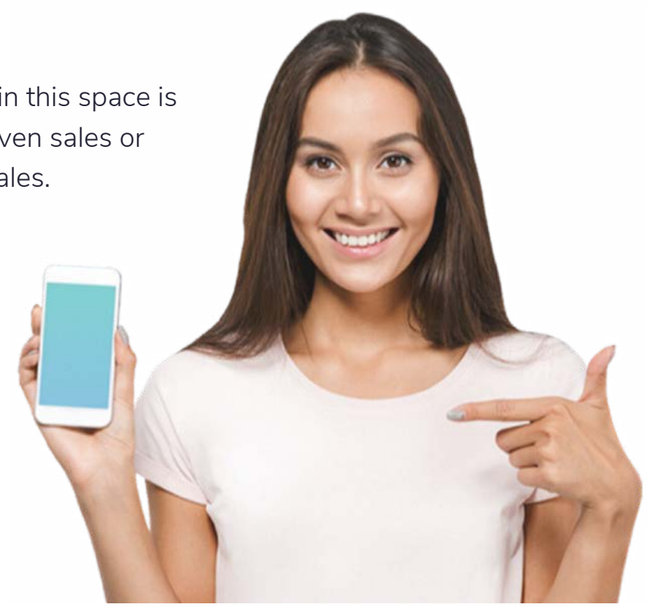
Introduction

What's more? Stores are no longer just a place of purchase and information gathering as they used to be.

This shift has created an opportunity for telecom brands to win over more customers with innovation in online customer experience.



The latest trend in this space is conversation-driven sales or conversational sales.



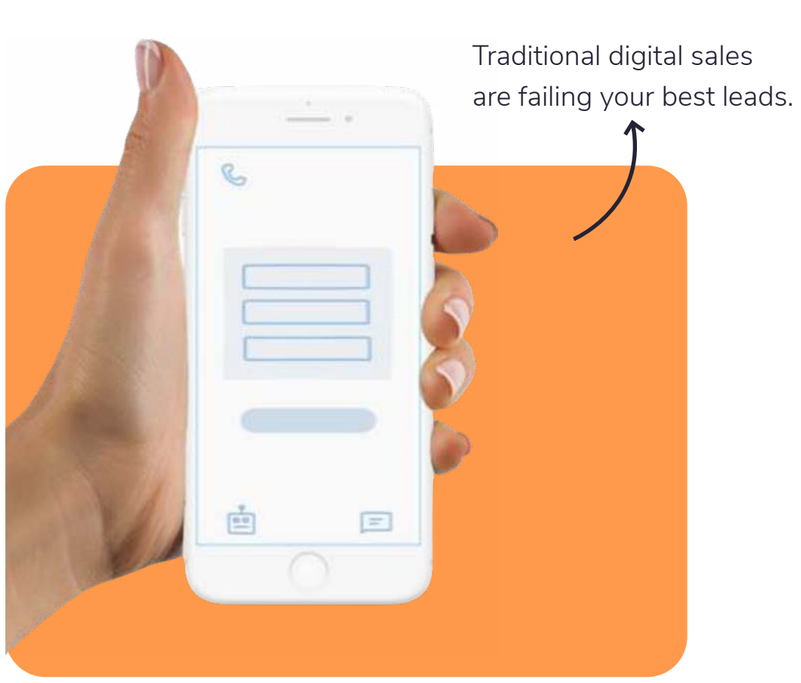
With conversational selling, you pull down the barriers that prevent online customers buying online and give your brands best leads a direct, real-time line to your sales team.

Introduction

You give the customers the power to reach out when it's convenient for them, and – with the help of intelligent chatbots – you can pre-qualify them and make sure their requests get routed to the right team either at your call center or a physical store location.

Brands that have already embraced conversational selling have their AI- powered sales agents (top sales performers) assisting their online customers in real-time.

They are designing the new generation of customer experience and creating conversational funnels that are centered around customers.



Why traditional digital sales fail to convert your best leads

The traditional, or in many cases current, method of generating online sales is the following:



Through ad campaigns, content marketing, social or emails, etc., drive traffic to the website or landing pages.



If the individual has any questions, they must complete a form or a click-to-call option.



The individual then has to switch channel and call, wait, then explain what they want. Or they have to wait until a customer service assistant calls them.



If the individual wants to see the phone, explore elements of the product or judge the size they have no option but to visit a store or watch a pre-recorded video.

This system leaves customers with burning questions waiting.

Many of these customers are ready to buy, but cannot find the right bundle offer to suit their specific needs or situation.

In these situations, the company also misses out on an upsell opportunity and increasing the average basket value! Implementing patchwork solutions or basic technology is unlikely to meet the needs of the modern telecoms-customer.

Current click-to-call services leave customers having to explain their needs to perhaps two or more sales representatives, creating friction for the customer and increased call volume for the call center staff.

Why traditional digital sales fail to convert your best leads

Basic chatbots often fail to satisfy customers, as responses are either too generic or the customer is redirected to a form or generic FAQ page.

Recent statistics[1] have revealed that although majority of consumers want chatbots to provide simple answers to quick questions, in some cases they still prefer the empathy and ability of the human agents to handle more complex issues.

Online forms block leads at their point of peak interest and as a result perform poorly. Even short forms will only convert around **8% of visits**.

Simply put, users don't want to wait for a CRM to qualify them then to schedule a call; modern consumers expect **live interactions and quick responses**.

High spend but low return

As marketing budgets will testify, spend on getting a consumer to the site has been high, but little is done to engage them with sales on the site.

1 https://www.demandsage.com/chatbot-statistics/

Why traditional digital sales fail to convert your best leads

Findings[2] on this suggests that the amount of money telecom companies spend on average on marketing and advertising to acquire just one new customer is $315.

This is not to even mention the time and resources that have been committed to convincing the customer to purchase via online channels.

However, on many websites there is little to no choice for the consumer and no way for sales staff to be proactive and engage them.

In short, the sales process is making customer jump between disconnected channels (in many cases not the ones they would prefer) and eventually driving them to the store or a competitor. These are barriers to purchase that leave customers unimpressed and frustrated and leaves business with **high cost per lead and low conversion rate.**

2 https://www.forbes.com/sites/forbestechcouncil/2020/10/30/acquiring-subscribers-is-only-half-the-battle/

A New Approach: Conversational Sales

Conversational sales is a more one-to-one, dialogue-driven approach to online sales.

Companies who use this increase their conversion rates, shorten their sales cycle, actually learn about their customers, and create a more human, similar to the in-store buying experience online.

Conversational sales combines all of the frequently used online sales channels to engage with leads in real-time (when they actually want answers). This solution makes it easier for people to trust your brand as they are dealing with people - same as they would in a store, but online, at a time that suits them.

Conversational sales has all the benefits of harnessing your staff's insights and presenting it in a way that not only satisfies customers but even delights them.

Conversational selling removes 'friction points' like asking a consumer to wait or forcing them to use just one channel. The removal of these barriers gives your best leads a direct and real-time line to your sales team, letting those who want to purchase do so how and when they want.

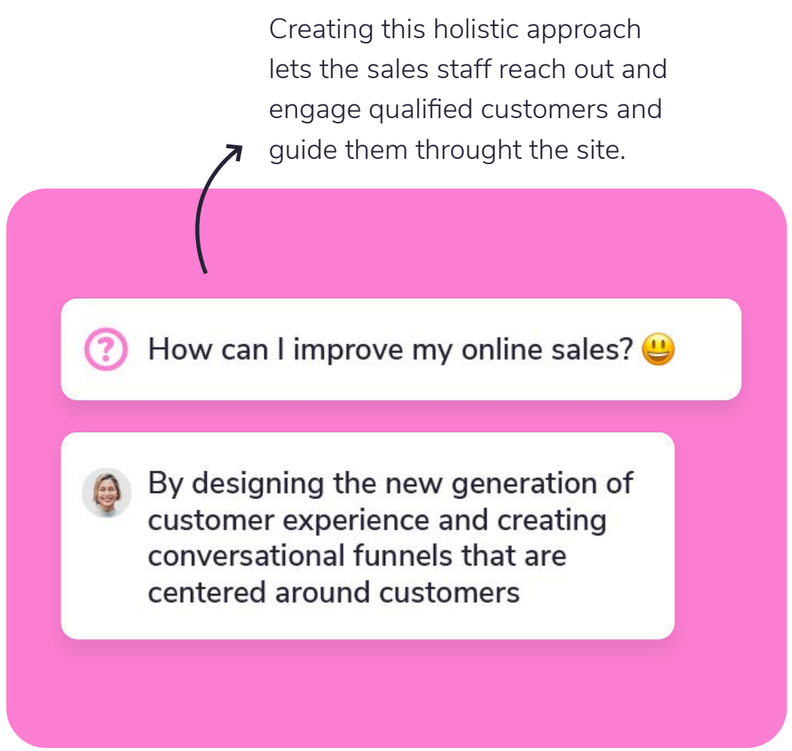
A New Approach: Conversational Sales

Louise Hemming, Industry Manager at Google, stated that modern online sales should be focusing on **“removing the friction”** and creating a more harmonious experience for the consumer, as user journey can be increasingly complex.

Creating this holistic approach lets the sales staff reach out and engage qualified customers and guide them through the site, driving up conversion rates and online sales.

giosg is the leading provider of conversational sales technology.

Its platform provides live video, chat, voice and chatbot tools; these are proven to increase engagement and so increase sales conversion and boost efficiency. The conversational sales platform connects online customers with chatbots and omnichannel agents.



What to look for in a conversational sales solution

When looking to implement a conversational sales model, there are several methods and tools available to do so.
If you are evaluating other solutions, here is a list of questions you might want to ask about the platforms:

1. Is the service compatible with all browsers? Updating all browsers for all users will be an added barrier and cost time and resources to implement.

2. Must the user install something or have a specific hardware to use the service? Downloads require security updates to firewalls and hardware requires IT staff time and resources to implement.

3. Is the service compatible with smartphones? Being mobile optimised is a must, 50% of current traffic comes from mobile phones, losing this functionality means losing leads and sales.

4. How easy it is to scale? Adding users across different teams and offices should be a consideration. If the project is to be a success, it must be accessible on the scale you need.

5. How can your provider assist you with these major change to your sales process? What expertise do they have? Software alone will not be enough. Consider whether your staff are ready to adopt a conversational sales model and if not what training they will need. In addition, what KPIs will become increasingly relevant? If a provider cannot help, you will be left to try and source these yourself, slowing your team's progress.

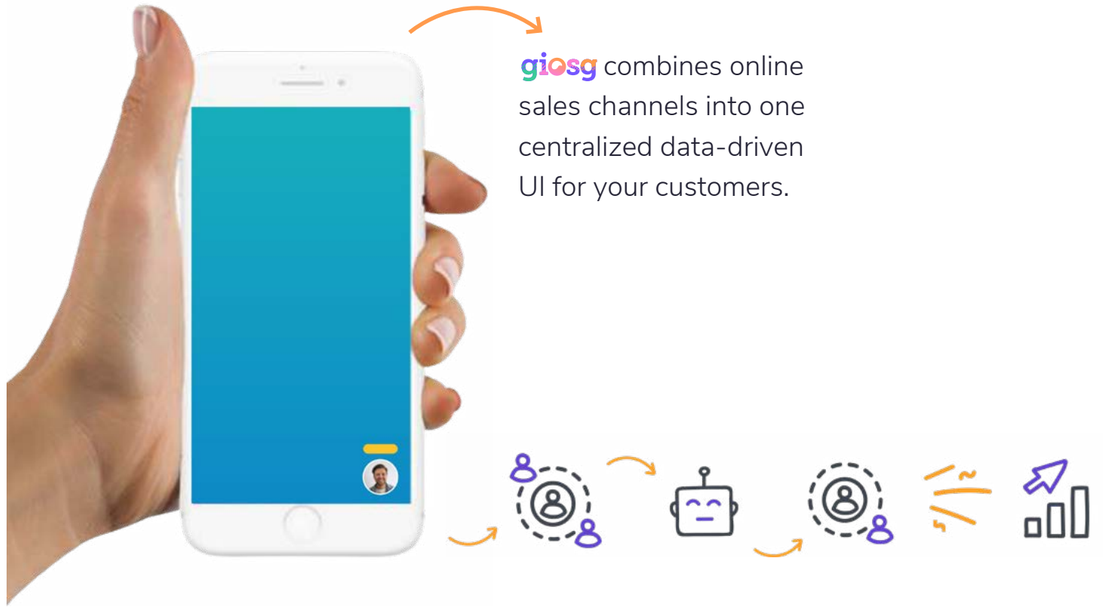
Conversational sales best practices

Conversational sales is more than a chat option or a click-to-call. It's about providing the user with a truly harmonious experience through whatever method they need, improving their experience getting them primed to purchase.

By blending your digital and physical assets, you can let your sales staff play to their strengths and engage with consumers online.

Giosg solution combines online sales channels like video-call, chat, chatbot, click-to-call, web-sharing or a traditional phone call into one centralized data-driven UI for your customers. This approach creates personal, instant and quality interactions.

The concept is that the customer can move seamlessly through different channels, depending on their needs, all while your staff maintain data and avoid messy handovers.

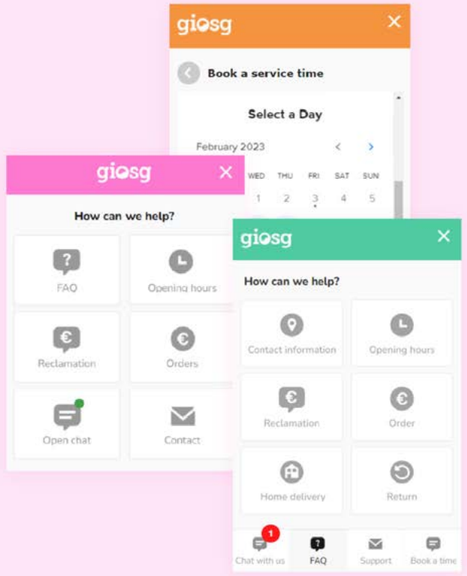


Giosg Chatbot explained

Giosg's conversational sales solution is designed for telecoms to increase online conversion rates and sell more online.

Using giosg's chatbot you're able to engage and filter visitors, and send qualified leads to your sales teams.

This filtering drives real conversations and results in high conversion rates, generating 4x more leads than standard chatbots.



Giosg One-to-One explained

Offer those qualified leads a direct session with a sales representative. Through the power of chat, video and phone call, all seamlessly integrated, a sales rep can engage potential customers in a more human and dynamic style.

Your product champions can walk leads through products and features, guiding them through the purchase process.

One-to-One brings the power of the store to the online market, resulting in twice as many upsells and +15% online sales conversion rate.



What to expect?

At giosg we pride ourselves on the level of service we provide for our customers. We are as hands-on as our customers need, ready to help with technical implementation, best practices or even outlining KPI's.

We offer a world-class conversational platform for sales & marketing and are able to share industry-specific insights & expertise.

Our solutions have managed over:

700M	47M	18M	10M
impressions	clicks	call requests	conversations

41% Increase in online conversation rates

20% Online sales share increase

19% Increase in customer engagement

4x Higher ROI compared to telesales

The proof is always in real-world case studies and results. Some of the world's leading telecoms are implementing conversational sales and seeing the power effects.

Case vodafone

Vodafone chose to implement conversational sales to create a better user experience and drive more leads to convert online. The brand recognised the potential of conversational sales and adapted their call-centre to harness the power of conversation and the giosg platform and have built a digital store inside one of their call centres.

Across the entire business the results were:

> **25%** increase in online sales conversion
>
> **30%** of online conversations came through Whisbi
>
> **400,000** leads generated per month
>
> **3%** increased online ad conversion



But what about...

There are no doubt questions you have that have not been addressed in this document or some parts you want to know more about.

Now we have loaded you with evidence, why not schedule a call with one of our account executives and find out what giosg can do for your online sales.

Get in touch with us!



giosg

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