

# Using analytics to improve sales effectiveness



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## CASE STUDY

### Problem

- Desire to improve sales through service revenues
- Unable to pinpoint why an agent fails to achieve sales targets
- Learn from top performers to create a best practice framework

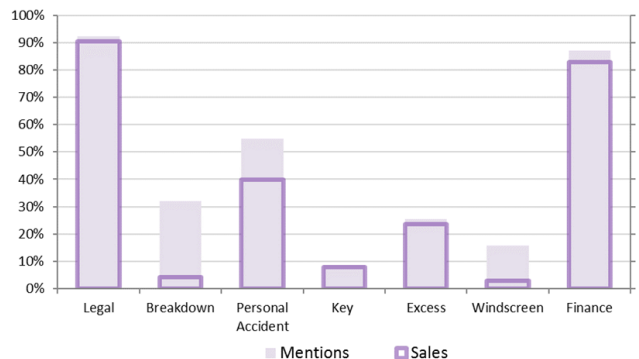
### Solution

- Using analytics to identify and track when an agent attempts a sale
- Understand the outcome of a sales attempt: to measure a successful conversion
- Understand how agents overcome objections or use the sales toolkit available to them on every call

### Findings

The analytics provided insights into:

- The sales techniques of how the top quartile of agents drive a successful sales outcome
- Identified when a sales cue was made by the customer but the agent did not attempt a sale
- Measured how often the individual components of the sales toolkit was used
- Identified individual agent coaching needs
- Informed the product teams on which products sell better and why



- This product example demonstrated that the 'Breakdown' upsell had lowest conversion when pitched
- The Product Team undertook a review to consider a price change and a benefits change to make the product more appealing to customers



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### Return on Investment

A significant upturn in sales performance with 4x ROI of the cost of the analytics solution in Year 1.