

## Case Study

# Using Speech Analytics to Improve Demand & Sales Effectiveness for an Online Retailer



Ember were engaged in running speech analytics for an online retailer. Ember have specifically looked into Demand Drivers, Sales Effectives and Customer Effort to help the organisation with their customer and sales performance.

### How we helped

Given the current retail market state we had to act quickly, so Ember have created a context across the three high level topics; Demand Drivers, Sales Effectives and Customer Effort.

We then looked into the following areas:

- **Demand** - understand why customers make contact and whether there is sale opportunity with them
- **Sales** - understand how an organisation can change to drive increased revenue
- **Effort** - understand how easy an organisation makes it for customers to spend money



### Return On Investment

Ember have trained the agents to act on definite 'buying signals' only, so they could better understand the 'buying customer' needs. Only 1 in 6 'buying signal' calls were acted upon, which has resulted in the following:

- **A customer buying signal was detected in 18% of the contacts**
- **Customers completing the order during a sales call was increased to 83%**

### Our Solutions

Our analytics experts can support you in helping your clients understand the sales effectiveness and drive a great ROI, quadrupling or decupling their investment.

## Get in touch

Get in touch with our analytics experts today

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