



## Sales Chat: THE Customer Engagement Channel of Choice

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### New Online Resource Center Shows How to Supercharge Sales Through Chat Optimization

DENVER, June 30, 2016 /PRNewswire/ -- The market is moving to chat as THE customer engagement channel as customers are connecting with brands more and more through chat. According to Forrester, chat usage continues to grow year over year and increased from 38 percent in 2009 to 43 percent in 2012 to 58 percent in 2014.<sup>1</sup>

To keep prospects and customers engaged—and drive increased sales conversions—a company's sales chat capabilities must be ready to meet the increasing demands of consumers. TeleTech has created a [sales chat online resource center](#) tailored to the uniqueness of the chat channel and the skills required to maximize the benefits from it.

[Serving Up Sales Chat Technology](#): Customers want to be able to find answers to their questions through self-service channels. In this new eBook, learn how sales chat services can help businesses respond to customer inquiries on their terms, while simultaneously boosting the likelihood of prospect conversion.

[Five Rules for Getting the Most Out of Sales Chat](#): Chat serves as a unique entry point to drive increased revenue and customer satisfaction. This expert webinar will provide advice on hiring and training specifically for chat, how to build a chat library, and ways to optimize voice of the customer using chat.

[Five Tips for Transitioning Customer Service Chat to Sales Chat](#): Sales chat represents a tremendous opportunity for companies to have informative, "in-the-moment" interactions with customers and prospects that can boost customer satisfaction and increase conversion rates. This blog post offers five tips to help shift customer care chat associates into a sales chat team.

[Six Steps to Achieving Personalized Chat Interactions](#): A growing number of companies are experiencing the benefit of online chat for customer service and sales as a powerful, cost-effective engagement platform. Learn six steps for putting associates on the path to having one-on-one chat conversations with customers in this blog post.

<sup>1</sup>Forrester, [Market Overview: Chat Solutions For Customer Service](#), November 18, 2015

#### ABOUT TELETECH

TeleTech (NASDAQ: TTEC) is a leading global provider of customer experience, engagement and growth solutions. Founded in 1982, the Company helps its clients acquire, retain and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TeleTech partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. Servicing over 80 countries, TeleTech's 43,000 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TeleTech is bringing humanity to the customer experience, visit [TeleTech.com](#).

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