

2008

Extraordinary Sales

Aligning service strategies and sales goals.

A major financial services client faced one of the most difficult problems in brand management: ensuring shared service centers support the brand strategy and company growth objectives while maintaining best-in-class quality.



Sales Optimization: Case Study
Customer Research Center



A financial services company with a global brand saw an opportunity to grow revenue significantly by offering additional products to their customers during service interactions. However, their customer satisfaction results were at world class levels and they were concerned about potential damage to their brand from selling the wrong products at the wrong time. The plan developed by partners at the CRC provided training in sales skills that offered valued products to customers at the right moments in the service interaction. The analysis showed that customer loyalty would improve if these sales were handled correctly.

Customer Research Center

Experts in
sales process
optimization.

“An incremental \$20 million in sales were generated through our service centers and customer satisfaction actually increased.”

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