



RP - Sanjiv Goenka
Group

Growing Legacies


firstsource



Driving customer growth and revenue opportunities

Moving from cost reduction to increasing customer revenues



How to drive market growth and wallet share

Reducing operational costs is a strategic priority for most businesses and is often the main reason for considering outsourcing.

Today, businesses understand they cannot rely on cost-cutting alone as the main driver of shareholder and customer value. Successful companies are now focusing on strategies to drive market growth and wallet share. Firstsource has developed a suite of practical tools and methodologies to help clients identify and act on these opportunities and help increase revenue from existing customers.

Using analytics to target customers at the right time



Our sophisticated customer profiling and analytics capability enables us to take a highly targeted approach which improves the customer experience and makes a real difference to your bottom line

We help pinpoint areas where you can increase revenues – through up-selling, cross-selling, proactively managing collections and targeting customers who are likely to leave



Revenue Maximizer – solutions to deliver increased revenue

Apart from delivering great customer experiences, we also identify areas where clients can increase revenues from their customer base.


Using technology and analytics tools, our experienced experts deliver up-sell and cross-sell opportunities to enable clients to target customers.

This approach ensures the right customer is targeted with the right products, based on their profile and behavior. This is complemented by ensuring that the right sales agent is matched with the customer contact. For some of our clients, this approach has delivered a 35% increase in revenue per customer.

Revenue Maximiser is our range of proprietary solutions that help digitize operations, minimize calls and design the right service strategy. The outcome is a reduced cost to serve, but most importantly, an enhanced customer experience that helps in maximizing revenue.

Revenue Maximizer - a suite of tools and solutions that help maximize revenues

- | | | | |
|----|---|-----------------------------------|---|
| 1. |  | VIRTUAL SALES COACH | Providing associates with a prioritized list of the right products to pitch to customers based on analytical insights |
| 2. |  | LEAD PRIORITIZATION | Using analytics to identify the probability of conversion for each lead and prioritizing the leads for allocation to increase sales |
| 3. |  | GAMIFICATION | Pre-designed games for boosting sales that improves performance and encourages competition within the team |
| 4. |  | SIMULATIVE TRAINING | Creating a database of video scripts to simulate real life sales scenarios to support customer engagements |
| 5. |  | VOICE OF CUSTOMER | Helping identify the most talked about product features and competitors by analyzing interactions with customers |
| 6. |  | ASSOCIATE CUSTOMER PAIRING | Matching customers to the right associates based on behaviour mapping of the customer and the associates available |
| 7. |  | PROPENSITY TO CHURN | Using analytics to identify 'high risk' customers and arrange proactive call backs to resolve their issues |
| 8. |  | INTELLIGENT ACTION BOARDS | Providing team leaders with a tool to manage the performance of associates and support them with impactful coaching |



Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit www.firstsource.com