

Lead Nurturing and Qualification

Keep your sales teams selling

Our Lead Nurturing and Qualification solutions improve the value of every marketing dollar by doing a better job at cultivating the right relationships more quickly. We take a holistic approach that optimizes customer touch plans through data-driven segmentation and analytical scoring – and then we pour those insights into a comprehensive strategy that converts a higher percentage of interactions into sales. The right message is no longer enough. By understanding the purchasing behaviors and unique characteristics of your customers, we can deliver the right message at the right time, and do it through the right channel to maximize results.

Strategic capabilities and services

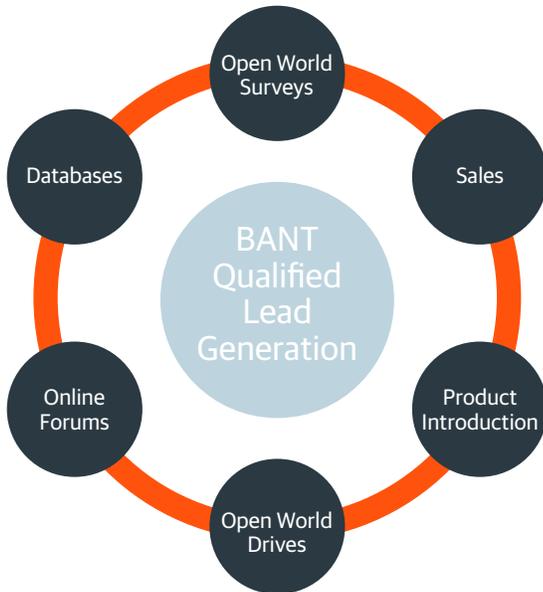
Lead Qualification: A great sales development program maximizes every moment of interaction between sales teams and customers. Our lead qualification programs research and contact potential customers with an approach that turns more “hand-raisers” into sales-ready buyers. Sales teams are more productive – and profitable – because they can spend more time delivering a quality experience, and less time trying to find a buyer.

Marketing Automation: Our Marketing Automation solution builds on a solid foundation of analytics and predictive modeling to generate awareness, interest, and sales – instead of fruitless effort. The customer experience is managed across multiple channels. Leads are improved, scored, and delivered automatically to sales teams. By automating the process of qualifying and routing leads, and measuring the effectiveness of campaigns and programs, our clients see increased sales results while also driving efficiencies that lower labor costs and eliminate wasted system resources.

Multichannel Campaign Development and Execution: A complete program that leverages our strengths in customer intelligence and digital marketing programs. The solution captures online customer activities from multiple sources, and then applies segmentation analytics to develop rich buyer profiles. A personalized touch plan nurtures leads with the right message, at the right time – until they are ready to engage with a sales person.

We can deliver the right message at the right time, and do it through the right channel to maximize results.

Throw the right pitch to the right players at the right time.



We use marketing automation to facilitate the nurturing process, not replace it.

Why TTEC?

We partner with clients to custom configure our analytical technology and process platform so we serve as an extension of sales and marketing efforts – not a disconnected silo. If clients have their own automation system, we can integrate our data flows to maximize results. Additional lead management services, on top of marketing automation, are available to enhance performance; this includes leveraging customer data in order to build and manage complete online campaigns that maximize ROI.

- We have the sales and marketing expertise of boutique firms combined with the global scale and efficiencies of large business process outsourcers.
- As a fully integrated marketing and sales provider, we understand how to generate more online leads that are better qualified, and how to convert them to sales.
- We use marketing automation to facilitate the nurturing process, not replace it.

About us

TTEC (NASDAQ: TTEC) is a leading global provider of customer experience, engagement, growth and trust and safety solutions delivered through its proprietary end-to-end Humanify™ Customer Engagement as a Service offering. Founded in 1982, the Company helps its clients acquire, retain, and grow profitable customer relationships. Using customer-centric strategy, technology, processes and operations, TTEC partners with business leadership across marketing, sales and customer care to design and deliver a simple, more human customer experience across every interaction channel. TTEC's 49,500 employees live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com.