Global Scenario

Back-office services are vital to support sales initiated by telephone and e-commerce. Those sales channels are the fastest growing in the market.

ANNUAL GROWTH

- 5% FIELD SALES
- 7.5% (1.5 times more than field sales) TELEPHONE SALES
- 19.4% (Almost 4 times more than field sales) E-COMMERCE

E-commerce customers seek accurate information and shopping efficiency. Top three customer service requirements from online shoppers:

- 79% TRACKING DELIVERY
- 45% PRODUCT VIDEO DEMOS
- 39% ONLINE CHAT AND INSTANT MESSAGING

Customer requirements depend on technology and back-office services. Efficient back-office operations are among the best practices for retailers, according to market analysts. Teleperformance can help our clients achieving that efficiency, by leveraging vertical expertise and end-to-end sales cycle solutions.
Back-office Order Management

The Back-office Order Management solution covers the non-interaction sales cycle, improving your sales effectiveness by increasing assertiveness and speed during the order management process. The process includes three main activities:

- **ORDER ENTRY** - places the order in the client’s system after an order is taken in the front office, through a voice or non-voice channel.

- **ORDER ANALYSIS** - places the order in the client’s system after an order is taken in the front office, through a voice or non-voice channel.

- **ORDER PROCESSING** - activates the order in the system, confirms the products ordered are in stock, and sends the request to the fulfillment team to work on product delivery.

The main pillars that empower our Back-Office Order Management solution were designed based on our Worldwide Experience

**BEST IN CLASS TOOLS AND SYSTEMS**

To ensure high levels of efficiency and quality, our order management programs work closely with the front office, within integrated processes and technology. The order management system can convert quotes into approved sales orders, which then flow to the finance team for invoicing and revenue recognition. It also integrates order fulfillment with inventory management and suppliers, improving efficiency at every step. The workflow system has all the customer data, all the demand history, and controls the demand through the front and back-office. Teleperformance can provide both systems and also has the ability to operate existing client technology.

**OPERATIONAL EXCELLENCE**

The operational model is managed through a performance management process that ensures all required activities are identified, assigned and given a performance indicator so they can be managed and improved on a daily basis. The process approach includes process mapping, quality methodology implementation, workforce management, and continuous process analysis, all supported by high-end technology.

**PEOPLE CARE STRATEGY**

We select the best people for each position, provide comprehensive training, motivate them through internal programs, and invest in their personal and professional development. We have created a people strategy virtuous cycle:

1. Hiring the right person for each position
2. And focusing on people development
3. You decrease attrition rates
4. Which decreases overall costs
5. Allowing you to create more aggressive bonus policies
6. To increase sales and quality
7. Making clients and employees happier
8. Leading to good results and a structured career path

Advantages Back-Office Order Management can bring to your company

- Increase assertiveness and speed during the sales process.
- Guarantee proper inventory levels to complete customer orders and minimize delays.
- Increase customer satisfaction and open cross-sell opportunities.
- Leverage customer order history to design proactive marketing campaigns.
- Provide accurate information to other areas of the company, such as F&A and fulfillment.

Important results from our existing operations

- **100%** increase in sales for a European bank by implementing quality methodologies
- **65%** activations increase for a telecom company in Greece by integrating front and back-office operations
- **25%** cost reduction by redesigning and automating the processes for an energy company in Portugal.