

Telecoms and Media eGuide

# How to **dial up** customer spend



## Are sales and subscriptions stalling?

What if you could increase revenue by a few percent – or even more – via other contact channels? This guide explains more.

## Growing revenue in telecoms and media

How can telecoms and media companies grow their businesses – when they're having to invest in new infrastructure and deal with inflation? Is it possible to increase subscription revenue when competition is intense, customers are trying to cut costs, and bundled packages already have wafer-thin margins?

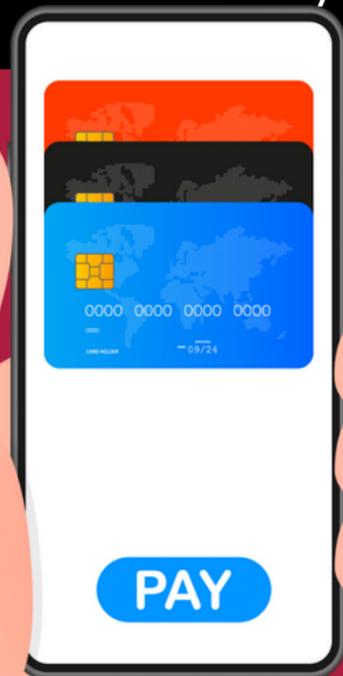
Even though the industry is delivering innovation today, it's also battling headwinds that impact profitability.

[1] PwC: TMT insights: Financial reporting and accounting quarterly – Q2 2023  
[2] PwC Consumer Insights Survey (16 Feb 2023)



## Meet customers on their terms – and you'll win loyal subscribers

According to reports, more than 60% of the world's population will use digital wallets by 2026<sup>3</sup>.



While the economy is slowing, customers are changing fast – and becoming more agile. They're confident about using new contact channels and their purchasing behavior is shifting too.

Telecoms and media companies are in a unique position to get closer to these customers, deliver better experiences, and secure more in-the-moment transactions.

This guide explores three opportunities to drive bottom line growth by helping your contact center to take revenue generation to the next level.

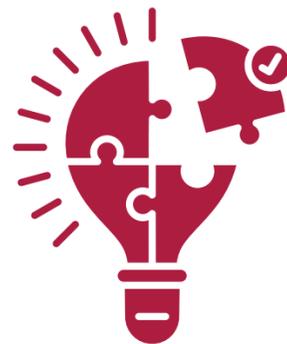
[3] Computer Weekly: More than 60% of world population will use digital wallets by 2026

# Turn everyday customer conversations into better sales opportunities



“How can all our agents get better at generating extra revenue for the business?”

Answer: The ability for virtually every agent – in your contact center, at home, anywhere in the world – to take secure payments can be a game-changer.



It’s great when conversations with callers end on a high. But why leave it there? Your agents could make it easier for customers to buy new packages, upgrades, add-ons, and extra support options.

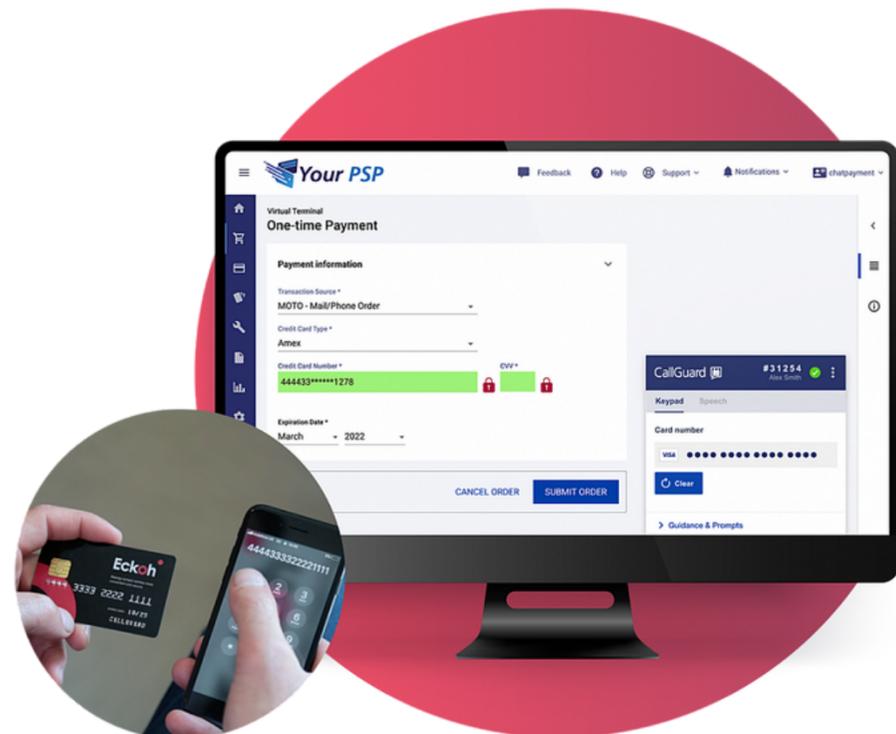
What’s key is being able to **take secure payment immediately** over the phone – using the customer’s preferred payment method – when they’re in the mood to buy.

This is a powerful way to elevate the role of contact centers and customer service teams.

# Make it easy for customers to pay immediately, their way

With **CallGuard from Eckoh**, all of your agents can be equipped to take secure payments over the phone – by cards or digital wallets, such as PayPal, Apple Pay, and Google Pay. It's a seamless payment experience. Agents and customers stay connected during the transaction, making everything fast and simple.

No special security training or clearance is required for your contact center team. Our cloud-based solution can also secure your home-based agents or business process outsourcing (BPO) teams working on your behalf, anywhere in the world.



Ensure you're ready for  
PCI DSS 4.0

Eckoh's secure solutions will help you to become compliant with the payment industry's new security standard, protecting your brand's reputation in the telecoms and media marketplace.

With CallGuard, customers simply use their phones or voice to enter secure details which cannot be seen or heard by your agents or stored in your environment. You can free your people, processes and systems from card data – making compliance far easier.

# Unlock the full potential of chat – by including click-to-buy in live chat sessions



Customers love our chat channel. But how can we close more sales with chat?"

Read

The answer is more straightforward than you'd think

The ability for virtually every agent – in your contact center, at home, anywhere in the world – to take secure payments can be a game-changer.

Live chat is a hugely popular channel for customers wanting speed and convenience – and a little extra help with choosing packages. To maximize sales revenue, agents can answer questions, guide customers to the right subscriptions, offer add-on items, and then bundle up everything, ready for payment.

# That's great ... but it's not always enough. Sometimes customers go cold on the deal.



Here's where [ChatGuard from Eckoh](#) makes the difference. Instead of dropping a payment link into the conversation and crossing your fingers that customers will go off and complete the sale, you can invite them to make PCI-compliant payments directly within the chat session.

It's fast and convenient for customers, giving them a far better and smoother, end-to-end experience. Meanwhile, your agents can be making multiple sales simultaneously.

Give customers the ultimate in flexibility about how they pay

Customers may have their own payment habits and preferences, so it's important to accommodate their wishes – to make the most sales.

With Eckoh, you've got a wide array of [secure digital payment options](#) at your fingertips. Customers can complete the sale using cards, digital wallets, or the Pay by Bank app.

# Use AI to sharpen agents' sales performance and boost revenues

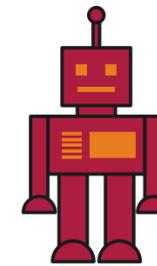


"Are agents making the most of our latest bundled offers, upgrades and add-ons? How can we find out easily?"

Traditional call recording can only take you so far – when it comes to understanding why sales are flat or why they're soaring with some teams but not others.

Uncovering what's really happening during inbound and outbound customer calls can be an expensive, time-consuming process.

Answer: Deploy AI to quickly understand and optimize sales conversations involving your contact centers, home-based agents, and BPO teams.



However, **Secure Call Recording** from Eckoh transforms call recording into a dynamic solution that delivers business insights at speed. Calls can be recorded securely with payment details hidden. Then transcriptions are analyzed using AI to reveal crucial trends and patterns.

Put simply, Eckoh's cloud-based, AI-powered solution turns call recording into a valuable driver for business transformation and revenue optimization.

## What AI-powered call analysis may tell you

- Whether contact center teams, home-based agents, and BPO partners are selling correctly, using the right keywords
- If barriers to sales are becoming apparent, based on recurring customer objections and sentiment – and so it's time to act quickly
- Whether tweaked offers or training could make the difference and boost revenues

## Telecoms and media: Stay one step ahead with Eckoh

Eckoh's secure engagement suite of products can give telecoms and media brands a sustainable, competitive advantage – whatever the economy is doing, however fast technology is moving, and whatever customers are thinking.

Our business is about covering all the bases you need to succeed. And that includes securing the exciting new contact channels and adding the emerging payment methods that will win popularity in the ever-changing telecoms and media marketplace.

### **Let's transform performance today, using Eckoh's standout technology**

You can deploy our intuitive secure engagement solutions and tools quickly via the cloud – and connect easily with any IT environment and set-up. That includes IVRs, phone systems, PSPs, cloud contact centers and CCaaS providers.

[Get in touch today – and request a demo](#)

