



5% BOOST IN SALES CONVERSION WITH GEN AI-POWERED TRANSFORMATION

HOW MOVATE HELPED A LEADING
BROADCASTING CORPORATION TRANSFORM
SALES OUTCOMES WITH GEN AI.



About the Client

The client is a leading satellite radio and music streaming provider with over 35 million active subscribers. Movate has been a strategic partner for 14+ years managing support across customer journey including pre-sales, sales, and post-sales covering product inquiries, subscriptions/accounts, billing & discounts, and support.

The client was looking to improve efficiency, and the effectiveness of their sales processes by leveraging generative AI and in turn improve customer satisfaction, sales conversion and business growth.

The Client Challenge

Handling Objections Effectively: Agents faced difficulties in managing customer objections in real-time, needing quick adaptability to convert potential resistance into successful sales outcomes.

Navigating Multiple Systems: Agents experienced inefficiencies due to switching between various systems for customer data, scripts, and offers, creating delays and impacting the overall flow of interactions.

Personalizing Offers on the Fly: Limited time during calls constrained agents' ability to personalize offers in real-time, leading to missed upsell, and cross-sell opportunities and reduced conversion potential.



Movate Solution

ENHANCING CUSTOMER ENGAGEMENT WITH GENAI-POWERED AGENT ASSIST

We implemented a GenAI-enabled Agent Assist solution specifically designed to streamline and empower sales interactions. By leveraging predictive AI, the solution offers real-time recommendations for next-best actions tailored to each customer's intent and unique requirements. This has allowed our agents to handle objections swiftly and accurately, transforming potential obstacles into valuable engagement opportunities, thereby enhancing both customer service experience and satisfaction.

CONTINUOUS LEARNING FOR CONSISTENT IMPROVEMENT

To provide the highest standard of personalization, our AI model is trained on historical call data, continuously evolving through the transcription and analysis of successful resolutions. This dynamic learning model equips agents with context-driven, real-time guidance, enabling confident objection handling and boosting conversion rates, especially for renewals and upsells. This capability lets us anticipate and fulfill evolving client needs, building stronger loyalty and trust over time.

Movate's Solution Features

Comprehensive Insights : Actionable data on customer lifetime value, churn, and demographics informs better decision-making.

Real-Time Guidance : Instant recommendations and objection-handling tips empower agents during customer interactions.

Advanced Automation : Audio transcription and intent recognition streamline processes, minimizing manual data entry and maximizing response accuracy.

Integrated System : Seamlessly operates as an integrated or as a standalone solution with tools that evolve based on the agent's feedback.

Business Outcomes Delivered

Sales Conversion Rate Boost:

A notable 5% increase in conversion rates, directly attributed to effective real-time guidance and personalized offers.

Enhanced Productivity:

A 10% rise in calls handled per agent, driven by improved efficiency and seamless access to information.

Superior Customer and Agent Experience:

Customer experience improved by 30%, while agent satisfaction rose by 30%, reflecting the positive impact of streamlined processes and AI-driven support.

Through our Gen AI-powered sales enablement solution, Movate has empowered the client achieve higher-quality interactions and foster lasting customer loyalty, demonstrating the power of AI in transforming customer engagement and sales effectiveness.

About Movate

Movate is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and a relentless focus on driving client outcomes. Recognized as one of the most awarded and analyst-accredited companies in its revenue range, Movate helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its world-class talent of over 12,000+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages.

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