



Webhelp Pro

After the B to C market, the important decision makers are increasingly outsourcing their B to B customer relationship management.

Cost optimization remains a priority, but flexibility and growth potential are also important concerns. Maintaining quality helps focus on market feedback.

Intended for businesses dealing with other businesses, Webhelp Pro is divided into 3 types of services :

- Redirecting the sales team towards high potential targets by outsourcing prospect qualification and **lead detection**
- Increasing market share and lowering customer acquisition costs through **telesales** and outsourced channels to address the lower end of the market.
- Creating customer loyalty by investing in **Customer Service** : extended time slots, service quality and a high level of expertise.

To carry out these missions, Webhelp adopts a specific B-to-B approach with a dedicated structure, teams and tools :

- HR Procedures, recruitment and training about sales and the company-customer relationships
- Procedures and IT tools for genuine account management, facilitating relationships with in-house and outsourced sales teams for distance transactions.
- Long-term approach to account management

Through outsourcing, Webhelp Pro provides strong added value to its customers at every step of the way (acquisition, management, front and back offices) :

- Detailed recommendations and analysis of source files
- Enhanced essential data to be utilized at each contact
- Recommendations about the efficiency of combined channels (e.g. calls + email)
- Affiliation with the in-house sales network
- Advice on in-house and outsourced sales team segmentation to optimize customer relationships cost

To ensure optimum outsourcing, Webhelp Pro uses the company's existing values and knowledge :

- Its HR expertise (initial education, advanced training, social policies.)
- Its quality policies (ISO 9001/2008 and NF345 standards)
- Its technological infrastructures (Avaya, Vocalcom tool, Nice).

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