

AIR TRAFFIC COMMUNICATIONS LEADER GENERATES REVENUE OF USD 350 MN IN TOTAL CONTRACT VALUE



WNS

TRAVOGUE

As we know...

The right and accurate analysis of consumer behavioral patterns can help identify potential customers and enable the proactive identification of sales opportunities. This works especially well in maximizing revenues from smaller customers.

With a 3000+ customer base, the challenge for the client was...

To better target its smaller customers (who represented 20 percent of the sales) and push this segment up the value chain to augment revenues. While the client's direct regional sales force primarily engaged with large and medium customers, it missed out on maximizing sales from small and very small customers.

As the client looked to address this gap, the two immediate challenges it faced included:

- Leveraging a dedicated sales channel for small and very small customers and creating an additional revenue stream
- Establishing a robust 'sales support system' that would navigate language barriers, align organizational goals and policies, and reinforce the regional direct sales force

Here's what we co-created as a solution...

Leveraging TraVRev, the revenue enhancement pillar of WNS Travogue (our suite of digital solutions and services for the travel and leisure sector), we established an 'Inside' sales process to facilitate direct sales and provide sales support to the client's regional sales force. Key aspects of the solution included:

Direct Sales

- Establishing direct sales teams at strategic client locations
- Servicing the client's multi-lingual and multi-cultural customers across three locations in Europe and Asia
- Identifying potential customers through analysis of behavioral patterns spanning product purchase and usage history
- Reviewing contracts nearing renewal to identify probable opportunities of upgrading and cross-selling / upselling of services
- Identifying existing services offered without correlative contracts and offering contractually-bound services to customers to book business on the sales Customer Relationship Management (CRM)
- Factoring revised contract tenures and service usage trends into the process of pricing and proposal creation
- Implementing a centralized governance and reporting process to monitor and manage the sales progress for all the direct sales locations

Overall, the sales Total Contract Value (TCV) was maximized by effectively managing sales campaigns.

Sales Support

- Prioritizing focus areas and creating training modules with regional customizations
- Providing support in the areas of pricing proposal, contract creation, opportunity management on sales CRM and customer engagement
- Developing and implementing a central governance plan for multi-cultural employees at different locations
- Deploying dashboards, trackers, internal reviews, analysis reports and service incentive schemes to record and manage transactions, track opportunities and leads, and attain deal closures

The outcomes from the process of co-creation are...



More than
USD 350 Million
in TCV closed



7000 sales opportunities
identified



216 percent
increase in TCV, with
57 percent cost
reduction



Low-cost sales channel
created for lower-tier
customers to turn
them into high-value
customers



ABOUT WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics, and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. As of December 31, 2022, WNS had 57,994 professionals across 64 delivery centers worldwide including facilities in Canada, China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom, and the United States.

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