



E-commerce

# 38% improvement in sales conversions with interaction analytics



## CLIENT PROFILE

Global e-commerce leader optimizing digital sales operations at scale

A leading American technology company with a global footprint, this client delivers smart digital solutions across markets including the U.S., UK, India, Canada, Brazil, Australia, and Europe. Focused on performance and customer loyalty, the company sought to transform its sales operations while improving the customer journey.

## BUSINESS CHALLENGES

Fragmented insights and manual processes limiting conversion and consistency

To drive sustainable growth and meet the demands of a growing customer base, the company needed to optimize its sales approach and streamline quality assurance. Yet, fragmented analytics, manual Quality Assurance (QA), and disconnected coaching hindered visibility and adaptability, limiting conversion potential and slowing revenue growth across regions.

**Flat sales conversion performance**

**Manual, time-consuming Quality Assurance (QA) processes**

**High repeat contact rates within seven days**

## SOLUTIONS IMPLEMENTED

# Turning interaction data into intelligence through predictive AI orchestration

To scale sales with precision, TP deployed an AI-interaction analytics solution to automate QA, uncover growth trends, and predict follow-up reasons—cutting repeat calls and boosting conversions, while real-time scorecards powered smarter coaching and faster results.

## REAL RESULTS

Higher conversions, smarter operations, and stronger customer trust

By bringing together automation and deep insights, TP helped this global tech leader convert more sales, improve the customer experience, and reduce inefficiencies — all while scaling smarter across multiple countries.

**Scaling Intelligent Engagement**  
Analyzed 100% of conversations, automating QA and delivering sales, service, and NPS insights.

38%

INCREASE IN SALES CONVERSIONS, UNLOCKING STRONGER RESULTS ACROSS REGIONS

14%

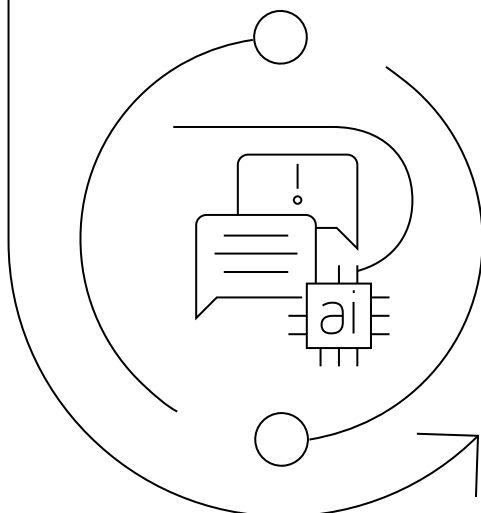
IMPROVEMENT IN NPS, DRIVEN BY MORE EFFICIENT AND PERSONALIZED EXPERIENCES

~26%

REDUCTION IN REPEAT CALLS THROUGH SMARTER, MORE EFFECTIVE RESOLUTIONS

100%

AUTOMATION OF QA AUDITS—FREEING UP RESOURCES FOR STRATEGIC IMPROVEMENT



Period analyzed: 18 months

TP.ai FAB Growth helps you deliver predictable and scalable B2B revenue, transforming insight into execution, driving higher productivity, stronger conversion, and predictable revenue growth.

Contact us

to discover how TP.ai FAB Growth can help you scale revenue with confidence.

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