

Chris Meneze, President-CEO Motif, Inc. speaks on "Transforming Customer Support from the Bottom of the Totem Pole to the Top" at the Online Retailer Expo, Australia

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Motif Inc, the business and knowledge process outsourcing company's President and CEO, Chris Meneze, shares his insights about transforming customer support from a cost to revenue-focused center when he speaks on 8 July 2010 at the Online Retailer Expo and Conference in Sydney, Australia.

The cost-to-revenue framework moves retailers away from the current siloed approach and integrates the sales-marketing-service functions. It leverages support and web analytics to enhance revenues without incurring extra cost.

“Strategic integration which ensures that all customer touch points are utilized to maximize customer conversion-to-sale has a marked impact on revenue enhancement,” says Chris Meneze. “As a critical human touch point, customer support has a strong role to play in enhancing revenues through sell, cross-sell and up-sell. This requires moving the support function up the totem pole from service optimization to service differentiation to revenue enhancement,” he adds.

With online conversion-to-sale rate below 3% and cart abandonment rates at over 50%, online retailers stand to gain by taking advantage of all the customer touch points.

Presentation Details:

Title: Transforming Customer Support from the Bottom of the Totem Pole to the Top

Time & Date: 3.45 PM, 8 July

Location: Sydney Convention & Exhibition Centre

Delegates are also invited to visit Motif's Booth# 11 for a detailed discussion regarding Motif's outsourcing services in customer support, online fraud prevention, social media services and business services. Motif is the silver sponsor at the conference.

Motif, Inc. is a leading global business process outsourcing and knowledge process outsourcing service provider with delivery centers in India, Philippines and Costa Rica. Headquartered in California, Motif provides Customer Support, Online Fraud Prevention, Social Media Services, Research & Analytics, and Business Services to Fortune 500 and mid-market companies in the e-Commerce, Retail, Travel, Healthcare, Telecom and Financial Services verticals. Motif services clients across Australia, Europe, the United States and Asia. The company is ISO/IEC 27001:2005 certified for Information Security.

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[You can find this press release here](#)