38% improvement in sales conversions with interaction analytics

Client profile

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

To drive sustainable growth and meet the demands of a growing customer base, the client needed to optimize their sales approach and streamline quality assurance.

Flat sales conversion performance	Manual, time-consuming Quality Assurance (QA) processes	High repeat contact rates within seven days

Solutions implemented

To scale sales with precision, the client used TP Interact 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.

TP Interact analyzed 100% of conversations, automating QA and delivering sales, service, and NPS insights.

Real results

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.

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