



Case Study

Scaling Inside Sales to Expand Food Delivery Partners and Products

TaskUs' experts, augmented by AI and focused on employee care drove business growth

The Challenge

Signing up new merchants

Diversification and expansion into new markets are critical growth drivers for online platforms. By offering a wider range of products and options, companies can cater to a broader customer base and boost order frequency and sales.

A large on-demand food delivery platform recognized this growth opportunity and accelerated its plans to acquire more merchant partners and penetrate new markets outside of the US. The company also aimed to diversify its offerings by partnering with higher-end restaurants, liquor stores, convenience stores and other retail categories.

To successfully execute this growth strategy, it needed a partner capable of rapidly scaling sales services, driving merchant acquisition and building a strong market presence in each new territory, particularly Australia.

As its partner since 2017 supporting multiple areas of the business, the company gave TaskUs the opportunity. On top of handling inbound voice and chat sales, we also conducted various special projects and ad hoc tasks, cementing our role as an incubator for innovation and an agile and strategic partner the company can rely on for all its changing needs. Our sales-related projects included merchant sales lead generation, merchant information calls and an Australia repayment project.

The Solution

Talent acquisition and development

We implemented a rigorous hiring process, prioritizing candidates with strong English communication skills and at least a year of sales experience. Our Learning Experience team worked with the company's in-house team to develop a comprehensive training curriculum focused on sales and productivity techniques. We also gamified learning modules to maximize learner engagement and knowledge retention.

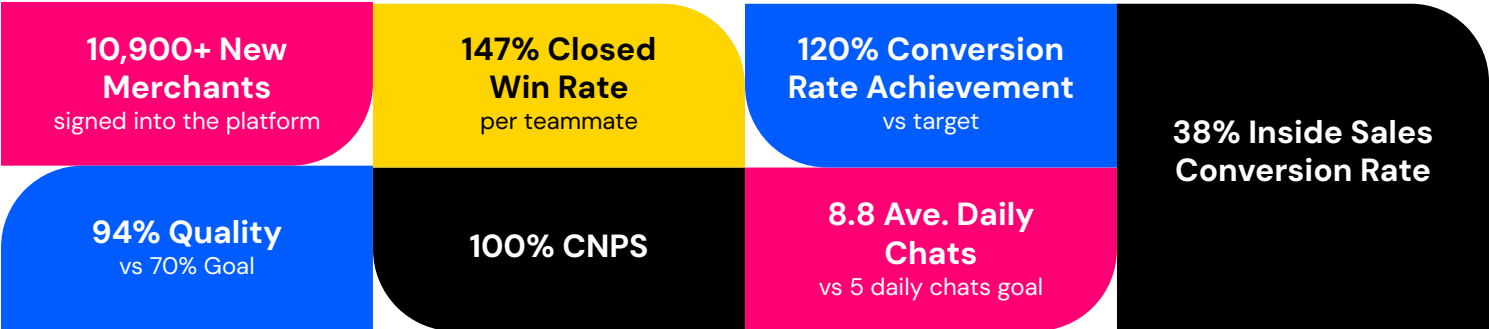
Operational excellence

To provide clear guidelines, we created sales, hygiene and compliance playbooks. We also refined the sales pitch and established a robust quality assurance process to enhance performance even further. Automation streamlined sales assessments, appointment scheduling and other internal processes. Meanwhile, GenAI-powered agent assistance tools increased efficiency and productivity.

Strategic resource investments

We invested in key roles, including a dedicated sales coach to support and mentor our sales team. We hired an Outbound Sales Manager to oversee prospecting and lead generation efforts. Recognizing the high-pressure sales environment, our Wellness + Resiliency team implemented initiatives like individual and group coaching sessions to protect employee mental health and boost engagement. In addition, we onboarded risk management experts to strengthen fraud detection and prevention capabilities for the platform.

The Results



About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fastest-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, Technology, FinTech, and HealthTech. As of June 30, 2024, TaskUs had a worldwide headcount of approximately 51,700 people across 27 locations in 12 countries, including the United States, the Philippines, and India.

For more information, please visit:

www.taskus.com/services/sales-outsourcing-services/

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