

Sales Strategy & Customer Experience Solutions (SSC) Portfolio



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About Our SSC Team

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Eight Veer Ltd T/A 8veer's Sales Strategy & Customer Experience Solutions (SSC) practice unites sales strategists, CRM specialists, and CX experts. This team's collective background spans B2B and B2C operations across sectors such as retail, fintech, healthcare, and manufacturing¹. Their shared mission is to help clients cultivate high-performing sales funnels while crafting rewarding, loyalty-boosting customer experiences.

Our consultants combine analytical rigor—through pipeline analysis and advanced analytics tools—with a human-centric approach that acknowledges the emotional and experiential dimensions of customer interactions. By merging sales enablement frameworks with best practices in customer experience (CX) design, the SSC team ensures both operational efficiency and memorable brand touchpoints².

Executive Summary

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In a highly competitive marketplace, organizations must excel not only at acquiring new customers but also at retaining them through meaningful experiences³. Many enterprises struggle to align their sales funnels—prospecting, qualification, negotiations—with robust CX strategies spanning online and offline channels. Gaps between marketing promises, sales execution, and post-sale support can erode trust, slow revenue growth, and inflate churn rates⁴.

Eight Veer Ltd T/A 8veer's SSC portfolio addresses these interconnected challenges head-on. By integrating advanced sales methodologies—such as lead scoring and funnel optimization—with experiential design, we help clients strengthen conversion rates, shorten sales cycles, and nurture deeper, lasting customer relationships. The unifying principle is that every sales interaction also shapes brand perceptions. Harnessing data-driven insights, continuous training, and strategic CRM implementations, our SSC services provide a holistic approach to unlocking revenue potential while satisfying and delighting clients.

Our SSC Services

Our SSC Services

3.1 Sales Strategy & Customer Experience Solutions

This foundational service aims to streamline sales processes while embedding CX ideals into each stage of the buyer journey⁵. Key elements include:

Sales Funnel Alignment: Ensuring leads transition smoothly between awareness, evaluation, and purchase phases.

Team Enablement: Defining scripts, pitch materials, and sales collateral that echo brand values.

Experience-Centric Metrics: Tracking metrics such as Net Promoter Score (NPS) and Customer Satisfaction (CSAT) alongside revenue milestones.

3.2 Omnichannel Customer Engagement & Outreach

Modern consumers expect unified, context-aware engagements, regardless of channel or device⁶. Our service defines strategies for harnessing social media, email, in-store interactions, and beyond to create consistent messaging and cohesive customer journeys. Areas of focus might include:

Segmentation & Personalization: Refining outreach based on demographic and behavioral signals.

Messaging Integration: Consolidating brand language and visual identity across digital and physical touchpoints.

Real-Time Engagement: Integrating chatbots or mobile notifications for on-demand support and promotions.

3.3 Lead Generation & Pipeline Management

Many organizations lack systematic processes for identifying, qualifying, and nurturing potential customers⁷. 8veer's Lead Generation & Pipeline Management service tackles these inefficiencies via:

Inbound & Outbound Tactics: Combining SEO, paid ads, content marketing, cold outreach, and partnership strategies.

Lead Scoring & Nurturing: Defining scoring models to prioritize high-value leads and automated workflows to progress them toward purchase readiness.

Pipeline Health Reviews: Regular check-ins to identify bottlenecks, re-segment leads, or refine messaging as needed.

3.4 CRM Implementation & Sales Automation

Effective CRM platforms centralize client data, guide sales interactions, and automate repetitive tasks. 8veer's CRM Implementation & Sales Automation service identifies the right tools—Salesforce, HubSpot, Microsoft Dynamics, or others—and orchestrates the end-to-end setup and customization⁸. Highlights typically include:

Data Migration & Cleanup: Ensuring historical records transition smoothly to the new system with consistent formatting.

Customized Dashboards: Offering visibility into pipeline stages, user performance, customer history, and forecasting.

Sales Automation: Streamlining follow-ups, quote generation, or routine data entry for heightened productivity and faster response times.

3.5 Customer Journey Mapping & Experience Design

Even robust sales operations can stall if customers encounter friction after the initial pitch⁹. By visually charting each step of the journey—from first contact to onboarding and beyond—8veer pinpoints pivotal touchpoints for enhancement. Deliverables may include:

Journey Maps: Detailed diagrams of how different customer personas interact with products or services over time.

Experience Improvements: Recommendations for making transitions smoother, whether that's integrated self-service portals, simplified checkout flows, or more personalized follow-up.

Cross-Departmental Alignment: Uniting sales, customer support, and operations teams around a unified view of the customer lifecycle.

3.6 Custom SSC Solutions

Client circumstances are diverse; certain engagements may integrate multiple services into a custom blueprint¹⁰. For instance, a retailer might combine an omnichannel engagement revamp with a lead management overhaul, or a B2B tech firm could pair CRM upgrades with advanced pipeline analytics. 8veer's Custom SSC Solutions adapt to unique priorities, technology ecosystems, and strategic visions, guaranteeing that each sales and customer experience strategy is both comprehensive and future-proof.

Engagement Flow & Deliverables

Engagement Flow & Deliverables

8veer's SSC projects generally progress through four key steps:

1. Pipeline Audit

Evaluating existing sales processes, tools, and funnel performance to detect inefficiencies, missed touchpoints, or lead attrition patterns.

2. Strategy Implementation

Deploying solutions—whether a CRM rollout, new outreach campaigns, or restructured sales playbooks—guided by best practices and brand ethos.

3. CRM Setup & Integration

Establishing, customizing, or refining CRM and automation frameworks for seamless lead capture and cross-team collaboration.

4. Performance Tracking & Optimization

Monitoring real-time dashboards, funnel metrics, conversion analytics, and customer feedback loops to refine methods continuously.

Deliverables often encompass funnel analyses, CX frameworks, CRM architecture designs, training materials, and performance dashboards. Ongoing support may include iterative campaign adjustments, advanced pipeline insights, and capacity-building workshops to reinforce the cultural shift toward integrated sales and CX excellence¹¹.

SSC Case Studies

SSC Case Studies

1. Streamlined Sales Funnel for a Mid-Tier Manufacturer

A manufacturing client struggled to track leads effectively, leading to lost opportunities. 8veer implemented a new CRM solution and refined pitch materials, boosting conversion rates by 20%. Sales reps noted improved communication and a more accurate view of deals in progress, significantly reducing friction near closing.

2. Omnichannel Engagement for a Retail Fashion Brand

A fashion retailer relied heavily on brick-and-mortar stores but lacked cohesive online engagement. With 8veer's support, the brand introduced unified messaging across social channels, email campaigns, and in-store promotions. This omnichannel alignment drove a 35% lift in e-commerce sales and increased repeat purchases.

3. Agile Pipeline Management for a SaaS Provider

A software-as-a-service company experienced lengthy sales cycles and inconsistent follow-ups. 8veer's pipeline audit surfaced specific drop-off points post-initial demo. Implementing lead scoring and automated nurturing sequences cut time to close by 25%, while advanced analytics revealed new cross-sell opportunities.

4. Customer Journey Mapping in Healthcare Services

A healthcare provider faced patient onboarding issues and suboptimal satisfaction scores. 8veer's customer journey mapping identified bottlenecks in scheduling and follow-up communications. Process reengineering and staff training improved patient satisfaction by 40% and significantly lowered administrative overhead.

5. Hybrid Custom Solution for a Hospitality Firm

An international hotel chain needed a strategic revamp across loyalty programs, frontline sales scripts, and digital booking channels. 8veer's integrated approach aligned every stage of guest interaction—from pre-arrival outreach and on-site experiences to loyalty retention campaigns. The chain reported higher occupancy rates and stronger brand loyalty metrics six months post-implementation.

Research & References

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Disclaimers

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8veer Consulting
London, United Kingdom

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Contact & Next Steps

Contact & Next Steps

Balancing top-tier sales performance with compelling customer experiences is integral to securing a strong market position. By optimizing pipeline management, unifying outreach across channels, and aligning CRM tools with strategic goals, organizations can boost revenue, foster loyalty, and stand out among competitors.

For more information on customizing a Sales Strategy & Customer Experience Solutions (SSC) approach for your organization, please reach out through our Guru.com profile: **[Eight Veer Ltd T/A 8veer]**. We look forward to collaborating with you to drive both immediate conversions and enduring customer satisfaction.

