



Sales as a Service

Selling revenue outcomes. Not capacity



Most revenue leaks don't happen because companies lack ambition; they happen because they lack the right system.

- The wrong offer at the wrong moment
- A churn signal missed mid-call
- A lead that went cold while someone figured out who should own it

Yet most BPO partners are still built to handle call volumes rather than generate revenue.

Atain changes that equation with certified specialists, live AI decisioning, and commercials tied directly to the revenue uplift, delivering assured outcomes.



6-12%

Conversion lift



5-10%

Subscription attach



10-15%

Save & renewal lift



25-30%

Revenue per FTE



10-20%

Ancillary revenue

**Performance improvements
observed across our revenue
motions.*



What We Deliver

We deliver sales services with precision across the full customer lifecycle, from first contact to long-term value.



New Sales

We convert inbound contacts into confirmed bookings, turning interest into revenue before it goes cold



Lead Conversion

We move warm leads through the funnel to close, applying the right procedures at the right time so opportunities don't slip away



Retention and Save

We identify at-risk customers and intervene at the exact moment churn signals appear, recapturing revenue before it walks out the door



Upsell and Cross-Sell

We maximize Average Revenue Per User (ARPU) at every touchpoint by presenting the next-best offer precisely when customers are most receptive



Subscriptions

We manage trial-to-paid conversions and recurring revenue streams, building the predictable foundation your business needs to scale



Renewals

We hold the renewal cliff and extend customer lifetime value, compounding returns with every contract cycle

How We Deliver

Built on three principles, we deliver assured revenue outcomes with expert execution, live intelligence, and outcomes-based pricing, all working together.



Expert Execution

Our certified specialists don't generalize. They are tiered by function across the Acquire, Retain, and Monetize stages and trained on vertical-specific playbooks tailored to your industry. It means our specialists execute every revenue motion with precision and scale consistently across hubs, geographies, and client portfolios.



Live AI

Our specialists use live AI intelligence at every touchpoint. We prioritize leads based on intent, recency, and value, ensuring the most important conversations happen first. Real-time next-best-offer recommendations help capture every upsell opportunity. When churn signals emerge during a conversation, AI instantly triggers retention actions, enabling teams to engage at-risk customers before revenue is lost.



Shared Outcomes

We align our pricing with your outcomes. You pay a base fee for operations, while the variable component is directly linked to revenue uplift, delivering 50–70% incremental margin on every gain. We only earn on successful saves that result in retained revenue, so unsuccessful retention attempts cost you nothing. As your revenue grows, so do we.

Why Atain?



Travel & Retail-Vertical Specialists

Playbooks built for subscription saves, ancillary attach, and loyalty monetization, not repurposed B2B outbound scripts.



Certified Specialists

Tiered certification means we hire and train for specific sales disciplines, rather than redeploying CX agents.



Live AI for Real-Time Decisions

We enable real-time next-best-offer prompts, AI-led lead prioritization, and live churn-signal save triggers.



SMART Framework

Atain applies its SMART Framework to systematically improve revenue outcomes through AI-redefined work, expert-led execution, and continuous optimization.



Upstream Revenue Co-Ownership

Lead scoring, drop-off diagnostics, and marketing feedback loops. We don't just execute within a funnel handed to us. We co-fix it.

Assured Outcomes



44.8% Average Subscription Retention Rate for a Leading European Travel Platform

One of Europe's top 3 online travel companies

- Delivered 44.8% retention rate against a 38% target
- Saved customers €50–€60 per booking
- Achieved 90.9% agent satisfaction and 91.9% issue resolution — above target every month

We manage cancellation requests through consultative retention, demonstrating value and addressing objections before resorting to vouchers.



Generated \$4.17M in Upsell Revenue for a Multi-Brand Retailer

The client is a 118-year-old multi-channel retailer, including five D2C brands across footwear, apparel, bedding, and electronics

- Grew up selling rate from 18.7% to 25.6% over three years (+6.9pp)
- Generated \$4.17M in upsell revenue in FY2025
- Displaced two incumbent BPOs, and our team runs 90% of contact center operations across three global sites
- Has since expanded into IT support delivery

Discover Your Largest Untapped Revenue Opportunity

A structured 60-minute session to baseline your current conversion, save, and attach rates against Atain benchmarks.

We'll return with a Sales Heat Map identifying the 1–2 highest-value motions to pilot with clear KPIs and a 90-day measurement window.

About Atain

Atain is an enterprise orchestration partner that brings people, processes, and platforms into sync with AI to redefine the future of work. By orchestrating expertise, Atain accelerates velocity to eliminate variability and deliver assured outcomes.