

HOW ARE YOU USING
TECHNOLOGY to HANG ON to
YOUR
TELEMARKETING
CLIENTS?

Clients will come to you for your call center services; it's the results that will keep them coming back. Whether it is inbound or outbound telemarketing, lead generation, lead qualification, telesales, appointment setting or event management, your company needs to demonstrate positive results to its clients in order to win renewals. By bundling Contact Tracking into your services, you can maximize results and keep the clients coming back for more.

Communicate your success. You may have won your latest client by pitching the quality of your programs and people, but how are you planning to communicate results? By email? Fax? A static web interface? Why not give your clients a

window to monitor and measure the success of the latest, greatest campaign you're running for them right on the web in **real time**. Available 24/7, the system can be accessed by an authorized user anytime,

KEY FEATURES

Telemarketing scripts: Your agents can access complete call scripts either from a secure website or directly through the online system. Or, if you prefer to continue using your existing call system, we can export those leads into your online database on a daily or weekly basis.

Data mining: All call script questions and answers are stored in a *fully indexed* format so that you and your clients can perform detailed searches on the results in order to uncover new opportunities and refine the strategies for future campaigns.

Multiple campaigns: By maintaining and monitoring multiple campaigns, you can work with your client to measure the results of each individual program.

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Connect the dots between marketing and sales. By directing all of the data generated by the campaign into a central database, you can assign qualified

leads directly to the sales team and help ensure that the leads generated by the campaign are **followed up**, not lost in a black hole. Leads requiring further qualification and nurturing can be tagged for additional marketing efforts – now or in the future. The Contact Tracking system also provides a built-in **feedback** mechanism to help you and your client learn more about which programs deliver the best results.

Transform yourself into a profit center. Often perceived solely as a cost center, teleservices programs are vulnerable to cuts or even elimination when budgets are tight. By integrating a closed loop system into every program you run, you can demonstrate your value to the client as a profit center.

Increase customer retention rates. As your client begins to see the positive **return on investment** and **shorter sales cycles** from this campaign, they'll want to start talking to you about the next big project. You will also gain traction and longevity with your client base derived from your role as keeper of a valuable piece of data infrastructure. As your client integrates your online system into their day-to-day operations, you gain a considerable advantage for winning repeat business.

Tap new sources of revenue. In addition to helping your clients run more successful, more profitable programs, Contact Tracking can also deliver lucrative

benefits to your own company. As a Contact Tracking reseller partner, you are eligible to purchase the online system at a considerable discount and bundle it with your services for your clients. In addition to the base online system, Contact Tracking also offers a variety of **value-add services** such as online event registration, promotional micro websites and direct mail services that you can resell to your clients at a profit.

Build your brand. Because Contact Tracking offers complete **private labeling** of the web application, offering your clients access to the online database also presents a powerful branding opportunity for your own company. Your clients log into the system through a page on your corporate website and within the application, your name and logo is what they'll see.

What's the bottom line? By packaging Contact Tracking as part of your teleservices offerings, you can communicate program results to clients in a timely and professional manner. In turn, the closed loop system a higher level of overall success as well as a healthy measure of accountability. The final result? Bigger profits for both your clients and your own firm.

For more information log onto our website at www.contacttracking.com and find out how Contact Tracking can take your teleservices company to the next level.