

Outsource Contact centre



Outsource's contact centre is designed around three core operating principles:

- › **integrity**
- › **flexibility**
- › **performance.**

Companies partner with Outsource because we know how important their clients and prospects are and we know how to get results – we've been doing it for 14 years.

Integrity

Outsource's agents are selected based on their campaign suitability and are trained and managed to ensure they deliver high-quality customer interactions.

We develop a script that is empathetic to the end customer, focus on generating a positive result from the call and end the conversation in a friendly and courteous manner.

The job doesn't finish there. Outsource makes sure the outcome of the call is recorded diligently and reported on intelligently.

Data accuracy and tailored, timely reporting is critical for measuring success and for providing feedback to clients so campaigns can continuously improve.

Flexibility

The Outsource team works on a range of contact activities for clients in many different industries.

The Outsource team regularly:

- › clean customer and prospect data
- › call prospects to identify sales opportunities

- › set up appointments for field sales teams
- › drive attendance to events and conferences
- › conduct customer satisfaction surveys.

In most cases Outsource can be up and running on a campaign within 24 hours. This fast response time means critical marketing activities aren't held up – particularly when deadlines are tight.

Performance

Outsource focuses on the end result.

Outsource's 'T+2' evaluation means two hours into every campaign a sanity check is done to ensure everything is running smoothly.

Outsource adjusts and modifies campaigns continuously to ensure that call objections are overcome and cut-through is achieved. If we're not getting the required response, The Outsource team pauses the campaign and work through the issues with you to see how the program can be improved. Often a small change to a script, or modifying an offer can be all that's needed to complete a call.

Outsource consistently surprises and delights customers with the results they achieve through using our call centre.



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Outsource is built to get results. Even when it comes to validating client data we focus on getting the best rate of call compliance possible. At Outsource we want every call to count.

Case:

An IT specialist consultancy firm wanted to attract at least 20 people to a focused software development management seminar. Outsource was asked to invite and then follow up more than 750 contacts and to try to secure five quality sales leads at the same time.

Result: Outsource attracted over 40 people and secured 19 leads. The client moved the event to a larger venue.

Case:

A large international distributor commissioned Outsource to clean part of its enterprise database. It nominated 13,000 to be validated and cleaned.

Result: Outsource completed the task within the two week deadline and added several thousand new contacts during the process – setting the client up for much more accurate marketing and sales programs going forward.

Case:

An online accounting referral service asked Outsource to ring 650 prospects to set up appointments for their sales team. The client wanted a minimum of 32 appointments from the campaign

Result: Outsource set up 71 appointments. The first 32 slots were filled in the first two days of the campaign and the client paused the campaign while they allocated more sales resources.

Case:

A large enterprise invited more than 1200 people to its annual conference. Outsource was asked to contact the highest-level delegates and encourage them to come. The client hoped for an additional 60 registrations.

Result: Outsource attracted more than 120 delegates to the conference through direct telemarketing.

Case:

A large international distributor asked Outsource to conduct market research calling on a list of 3000 contacts and to identify leads where possible.

Result: More than 500 surveys were completed and 71 sales opportunities uncovered - well in excess of what the client expected.

Contact

For more information about how Outsource can help you keep your data in peak condition contact Adam Benson, managing director at infonow@outsource.com.au or call (02) 8272 0800

