



## Contact Center Solutions



CALL CENTER MANAGEMENT SERVICES recognizes the explicit challenges of acquiring new sales. That's why we've developed an industry-leading operational process designed to ensure our clients an optimal return on their investment. We conduct detailed industry-specific telesales training, allocate valuable incentives tied to productivity, utilize proprietary list management techniques, and operate our dialing technology in peak efficiency, resulting in a maximum number of calls converting into new customer sales. We offer the market's most cost effective solutions for:

**Customer Acquisition** - We understand how to provide benefits to the customer that close the sale while being customer centric in our rapport and interaction. We are sensitive to the existing business relationship but understand the financial value each sale brings both to the customer and our clients.

**Lead Generation & Sales**— CALL CENTER MANAGEMENT SERVICES's in- and out-bound telesales and marketing can supplement your own sales programs or become a lead generator.

**Proactive Customer Service and Sales Support** – Surprise your customers! Don't wait for them to call you, check-in with them, make sure they know you value them. They will tell others that you offer **more** than just quality products at a good price. While we are at it we will give them the chance to purchase from you again and they will be glad you reached out to them.

**Up Sell and Cross Sell** - Whether providing direct response services for marketing campaigns or enabling companies to test new or special offers with existing customers, CALL CENTER MANAGEMENT SERVICES is an expert at converting opportunities to sales. We provide higher conversion rates and improve the average revenue per sale.

**Customer Win Back & Reactivation** - Our Customer Care group utilizes our fully integrated CRM technology to maintain seamless customer communications. We have vast experience in both consumer and business programs, with a solid track record of winning back and reactivating recent or long dormant customers.

**House File - Data Verification** – CALL CENTER MANAGEMENT SERVICES can update or maintain Circulation Fitness Programs and data bases, by directly verifying the contact data in your house files. Results, a reduction in mailing costs and increasing sales by making sure you are reaching the buyer.

**Political and not-for-Profit** CALL CENTER MANAGEMENT SERVICES possesses a political marketing arm that those running for office, special interests and NFP's count on. We provide the highest quality contacts for political efforts including voter ID, donor acquisition, retention and cultivation, get out the vote and special event promotion. Our Fundraising Group makes a difference in the lives of thousands of people around the world.

**Surveys and Market Research Programs**—Identifying and satisfying customer needs is essential for developing marketing programs, identifying target markets, understanding market segments, and responding to competitive threats. CALL CENTER MANAGEMENT SERVICES uses a variety of tools and approaches to help you investigate consumer preferences, attitudes, and behaviors so you can make informed decisions.