



Contact Centre Services

'Outstanding customer communication produces loyalty, growth and success'



Why Direct Response?

- easy to use
- flexible
- scalable
- reliable
- multilingual
- affordable

“ The account management provided is very proactive and provides us with ongoing recommendations on better ways to improve our efficiency and most importantly return on investment. The service that we have received has been excellent. ”

Network Appliance

Direct Response is at the leading edge of contact centre outsourcing through its development and delivery of sound, long term, cost effective solutions for clients.

Inbound or outbound, from virtual switchboards to complex sales negotiations, help-desk services to disaster recovery implementation, Direct Response offers proven solutions that can be applied by any size business to maximise its return on customer contact investment.

Outsourced Contact Centre highlights

- **Easy to set up and maintain:** No matter how small or large your business calls can be effortlessly routed to our contact centre
- **Scalability:** We can handle just a few calls or thousands of your calls a day. This capacity is at your fingertips
- **Personalisation of account:** you will have bespoke scripting, actions and escalations in place to ensure that your brand and the customer experience are aligned with your business
- **Reliability:** You can have peace of mind knowing you are using a contact centre with industry leading contingency plans
- **Management statistics:** You can have visibility and peace of mind of your service via our extensive management statistics package
- **Premier account management:** Benefit from our exceptional customer retention rates of 98.5%, well above the industry average
- **Tier one agents:** To be the best you must have the best, that is why we go the extra mile to provide you with industry leading agents
- **Cost effectiveness:** Direct Response has been at the forefront of contact centre outsourcing and ensuring sound long term cost effective solutions

“ Thank you for all of the help and advice in setting up our out of hours fault desk. It is refreshing to find a company that actually delivers not only the service promised but also within tight time scales needed for this project. ”

Longford Business Centres



Services offered

Inbound Contact Centre Services

Switchboard

- Acts as a receptionist, screens and introduces callers
- Overflow and out of hours calls answered and put through
- Messages taken and forwarded

Disaster recovery or scheduled absence

- In the event of power failure, unscheduled absenteeism or training days, Direct Response can be instantly activated and "normal business resumed"
- Staff shortages and maternity cover
- Direct Response, can in the event of a disaster, implement an outbound campaign to update staff and ensure company wide disaster recovery processes and structures are in place
- Direct Response provides collocation of data.

Product Response

- Utilising advanced scripting software to ensure that the right information is presented in an orderly and timely fashion
- Order taking
- Brochure response
- Information lines
- Recruitment drives.

Helpdesk

- Customers can be given information from a scripted response sheet
- Calls logged and dealt with according to your specifications
- Bespoke software creates a tailored service.

24 Hour Live Call Out Service

- Calls screened and dealt with according to escalation procedures
- Every action is dated and logged
- Repeat alarms to ensure message received.

Database Access

Direct Response is fully web enabled allowing your website to pop on the screen when an agent is presented with an enquiry. We can then give the caller information or enter details directly into your website. This, combined with the full suite of web services, provides the total Customer Relationship Management solution.

Fulfilment Service

Direct Response offers a mailing and brochure fulfillment service. Relevant information can be captured and used to produce personalised letters, or send out brochures and catalogues.

Onshore and offshore outbound telemarketing service:

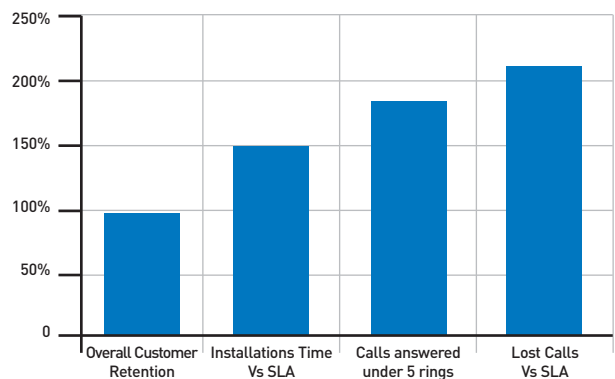
- Appointment setting
- Sales lead generation
- Database building
- Market research
- Direct mail follow-up
- Data cleaning
- Account Management
- Customer surveys
- Loyalty programs

Core Data & Direct Response Service Level Agreements (SLAs)

All days & hours quoted as working days & hours

- New standard accounts: contract-programming-testing-go live: 6 days
- Basic moves and changes to scripts: 16 hours
- Contact centre is open and working for you 24x7x365
- Additional standard accounts 6 days
- 80% of inbound calls to be picked up within 5 rings
- Customer to receive a proactive account management call once a month
- Customers will have a dedicated account manager and access to the support team behind him/her
- Customers will receive a quarterly review and complete account consolidation
- Faults can be reported 24x7x365
- Fault tickets to be provided and resolved within 24 hours
- Escalation procedure to the MD of Direct Response
- Bills to be provided monthly

Inbound Contact Centre Performance Levels



Outbound Contact Centre Performance Levels

