



DIRECT RESPONSE
THE TRUSTED COMMUNICATION LINK FOR BUSINESS



Sales Response and Order Lines

'Never miss a sales order or enquiry ever again'



The survival and growth of all business is based on the ability to win and retain customers. Many businesses go to great lengths and great expense to generate customer sales enquiries only to lose the business opportunity. Just some of reasons for losing sales opportunities are:

“ We outsourced our calls & brochure dispatch... the amount of calls & brochure dispatch has increased ten fold. We have received fantastic feedback from our clients in respect of the professionalism and product knowledge of the call centre staff.

Director – FPD Savills

“ Our customer feedback is of the professional manner in which the calls are dealt with, along with efficient and prompt response times. We are pleased with all of the programming suggestions for Peruvian Connection.

European Sales & Services Manager – Peruvian Connection

“ Please pass on my thanks to the operators and all at Direct Response for what we regard as an invaluable and professional service.

Operations Director – Regal Partners

- Long ring times
- Abandoned calls
- Missed calls out of office hours
- Customers not leaving answer phone messages
- Not having enough people to handle the calls at any given moment in time
- Frustrated customers calling the competition
- 24 hour service required or restricted hours of operation
- Poor service quality from incumbent supplier
- Cost and quality of in-house telemarketing
- Maintaining voice communications during a disaster
- Data Disaster Recovery.

Almost every business has needlessly suffered and potentially lost business due to one of the above issues. Direct Response specialises in providing outsourced sales response and sales ordering lines to ensure that your business never loses a sales opportunity again.





Sales Response and Order Lines

Our services are easy to use, flexible, scalable, reliable, multilingual, and affordable.

Here are some of the options available

Option 1 Sales Overflow and Out of Hours Capture

- **Messaging** – taking the nature of the enquiry or fault, provision of customer reference number, callers details and a time to be contacted
- **Message and Patch** – taking the nature of the enquiry, details, and locating the relevant person and patching the call through

Option 2 Sales Overflow and Order Lines

- **Basic Customer help desk and order taking** - standard products and services transactions
- **Call Recording** – All inbound call recording is provided via a secure web service
- **Credit Card Transactions** – on line credit card verification and transactions
- **Customer Audit Trails** – utilisation of web enabled fault tracking, transactions, basic database management, development and artificial intelligence

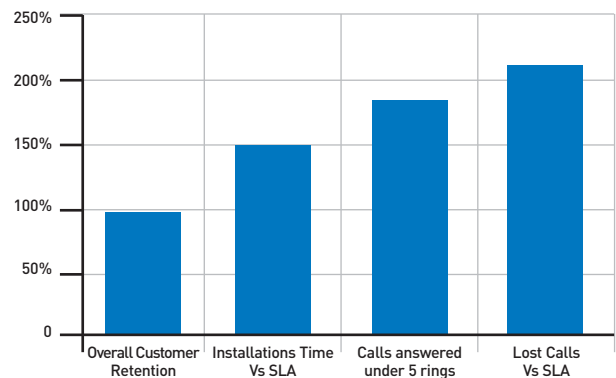
Option 3 Sales Complete Outsource Services

- **Complex Customer Sales Transactions** – i.e. delivery ETA's, service installations faults/updates, computer and IT support desks
- **Full integration** – secure retrieval and delivery to your systems/databases of all customer query and sales related transactions
- **Credit Card Transactions** - On line credit card verification and transactions
- **Bespoke Agent Training** – Specialist agents trained to campaign levels
- **Intelligent Scripting** – Agents utilise intelligent bespoke scripting
- **Full Management Reports and Statistics** – reports generated every 15 minutes allowing multiple search facilities for key areas of sales campaign and Direct Response activity performance
- **Call Recording** – Can be provided to your desktop via a secure web service
- **Industry Specific Regulation Compliance** – i.e. FSA, BPA, ABC, and AEO regulations
- **Multilingual Applications** – German, Dutch, French, Spanish, Italian, English, Danish, Swedish, Norwegian, Afrikaans, Romanian, Greek, Russian, and Flemish

Sales Response and Order Line Highlights

- **Sales Response and Order Line Highlights**
- **Easy to set up, maintain, and integrate:** No matter how small or large your business calls can be effortlessly routed to our help desk centre ensuring seamless integration with your business
- **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
- **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 award winning account management and customer retention rates of 98.5%
- **Tier one agents:** To be the best you must have the best, which is why we go the extra mile to provide you with industry leading agents and training on your account
- **Reliability:** You can have peace of mind knowing you are using a call centre with industry leading contingency plans
- **Scalability:** We can handle just a few calls or thousands of your calls a day. This capacity is at your fingertips
- **Cost effectiveness:** Direct Response is at the forefront of call centre outsourcing and ensuring sound long term cost effective solutions.

Inbound Contact Centre Performance Levels



Outbound Contact Centre Performance Levels

