

## Call Center Services & Telemarketing

We offer a wide variety of telemarketing services that will lead to a positive ROI for your marketing campaigns and help increase your bottom line. Our focus is to enhance the relationship between our clients and new potential customers. We do this by ensuring the products and services of our clients are properly represented before they meet with any new potential customers. Our appointment setting service is designed not only to initiate this relationship, but also to ensure an improved bottom line for our clients at the end of the day.



We maintain high standards in Canadian and US privacy legislations and licensing required to operate successfully as an outbound call center service provider.



### Customer Acquisition

A well-managed outbound contact center can be a powerful and efficient tool for customer acquisition. Our outbound call center services offer a wide array of operated assisted solutions including:

#### Direct Sales

#### Lead & Appointment Generation

#### Not-For-Profit Donor Acquisition

### Customer Retention

Our customer retention solutions capitalize on each contact, allowing us to analyze customer databases, assess operations and parameters, and provide more accurate targeting for future outbound call center sales campaigns.

- Customer Cross-Selling & Up-Selling
- Customer Satisfaction Surveys
- Confirmation Services
- Market Research
- Database Enhancement & Management