



Outsourced Telemarketing Services

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INTRODUCTION TO PERFORMANCE MARKETING

This document is intended to introduce you to Performance Marketing, outline our project methodology and provide details of who we work for.

Industry Focus:

Our key Industry focus is as follows:

- Technology including:
 - IT
 - Telecommunications
 - Medical devices
 - Laboratory and Research
- Publishing
- General Business Services

Project Capability:

Outbound:

- Appointment setting and sales lead generation
- Telephone surveys both business and consumer (market research and customer service measurement)
- Data Building including
 - Decision maker research
 - Email opt-in permission and data capture
- Telesales including:
 - Paid subscriptions
 - Telecommunication services
 - Training services
 - Conferences, seminars and business events
 - Exhibitions and trade shows
 - Advertising

Inbound:

- Help Desk
- Technical Support (First level)
- Customer Support

Multilingual:

We cover all the main European languages from our Dublin contact centre.



OUR OUTBOUND PROJECT METHODOLOGY:

We have developed proven techniques to optimise productivity without compromising on quality.

Initial Pilot Project:

This is designed to minimise the client's risk and to measure the achievable return on investment for the following variable elements:

- Quality of calling list
- Effectiveness of telephone sales approach as defined in the project call guide
- Reaction of the decision makers to the offer
- Success rate in achieving the desired results such as:
 - Qualified sales leads
 - Qualified sales appointments
 - Sales orders taken
 - Quality of data captured
- Pause at half way stage to evaluate return on investment
- Walk away break point if not realising required ROI.

OUR LEAD GENERATION / APPOINTMENT SETTING PROJECT EXPERIENCE (3 Examples):

1. Hutchison 3G Ireland Limited:

Appointment setting and lead generation project for 3, Ireland's newest mobile network provider. This is an ongoing project.

Key Statistics & Processes

- Appointment setting for 10 business development executives throughout Ireland
- Managing sales pipeline, sending on information via email. Alerting BDE's to appointments made
- Monthly review meetings with BDE's, managing feedback process, updating database
- 2,500 appointments each year

2. Baker Consultants / Google:

Baker Security & Networks is a premier provider of IT security solutions and managed network services. They are an applications partner of Google.

Key Statistics & Processes

- List of 336 companies provided by Baker Consultants
- Performance Marketing called to set appointments and phone call requests
- Achieved 12 phone call requests and 16 requests for meetings



3. Airspeed:

AirSpeed Telecom provides fast reliable voice and data services to a range of businesses across Ireland. They design, install, manage and support telecommunications services including LAN extension, WAN, leased line, internet connectivity and VOIP over their carrier grade licensed radio network.

Key Statistics & Processes

- Just completed our third project with Airspeed
- Out of a list of 1224, 151 appointments achieved

OUR QUALITY MANAGEMENT PROCESS:

The process involves a mix of the following techniques and technologies to meet each client's requirement:

- Digital call recording
 - We will record initial calls and save to a micro-website for review and feedback.
 - We will stop after every 5 recorded conversations to await feedback
 - We will refine the script and continue with this process until we are given the go ahead to proceed
 - Call recordings will be available for review throughout the project if required
- Call recording uploads to our website for review by client using a secure access code
- Live remote monitoring
- Quality sampling and scoring using an agreed template
- In-house Quality Monitoring process covering all major Western European languages

OUR EMAIL MARKETING SERVICE:

This involves a synchronised programme which will be closely integrated with our telesales activities.

Email Tracking:

Emails will be sent out from an email auto responder which does the following:

- Automatically spaces the emails at the specified time intervals
- Tracks all sent emails including:
 - Bounces
 - Opens
 - Click throughs

Email tracking to be used to trigger follow-up calls where appropriate (e.g. click throughs and email opens will receive higher follow up priority than emails not read.)



OUR CONTACT MANAGEMENT SYSTEM:

We use an application called "ETelescript" integrated with a VOIP telephony system. This provides a web based, highly scalable customer contact management solution providing the following features;

- Business Process and call Scripting Design tools
- Workflow management tools
- Flexible Reporting
- Database integration
- Inbound/outbound call blending
- Digital voice recording
- Email Integration
- IVR for inbound call routing

We can easily automate many of the common processes needed to support customer projects including:

- Inbound IVR system for call filtering and/or escalation
- Inbound/outbound call blending for overflow call handling
- Inbound call handling with screen pop of script
- Branch Scripting for complex call handling workflow automation
- Call history display for previous contact information
- Call recording for input to quality management process
- Remote access for quality monitoring (call barging)
- Background business process automation including:
 - FAQ handling
 - Online indexed access to external website data
 - Automation of:
 - Letter printing
 - Form printing
 - Emails

WHY PERFORMANCE MARKETING:

We have significant experience based on many customer projects (See Appendix A for a representative customer list).

We provide comprehensive daily and weekly reporting customised for each individual project.

We can use tightly or loosely scripted conversations depending on the nature of each project.

We have native multi-lingual skills for international projects.

We can handle other ad hoc activities that may be required from time-to-time including:

- List research
- Maintenance of database by ongoing research and data entry
- Market research or target account profiling surveys
- Direct mail localisation, print and dispatch
- E-mail localisation, and dispatch
- Translation services
- Inbound response handling
- Seminar and trade show follow-up and qualification
- Invitation follow-up
- Key account profiling



Appendix A – Representative Customer List:

We provide services to a wide range of Irish and international organisations including:

