



Data Sheet

REVENUE GENERATION SOLUTIONS Direct Alliance Adaptive Engagement Engine™

Adaptive marketing campaigns increase customer engagement and deepen customer loyalty.

Overview

Competition is fierce in the telecommunications, media and entertainment industry. Products and services are commoditized, and the marketplace has moved from numerous regional carriers to a select group of corporations fighting to keep existing customers and find new ones. With the competition just a click away, these companies must differentiate themselves based on service and provide more timely and relevant communications as they execute customer retention programs, up-sell, and cross-sell. Creating effective marketing strategies that recruit and retain customers can be a complex undertaking, but many telecom companies are trusting Direct Alliance, a TeleTech company, to help them get it right. Direct Alliance simplifies marketing processes for telecom companies while simultaneously making interactions more personal and more valuable for each customer. Technology-driven solutions track customer behavior and leverage data to create custom-tailored campaigns that keep up with changing customer needs. These adaptive marketing methods effectively engage telecom customers by:

- Dynamically generating customized content based on personal profiles
- Serving each customer through their preferred communication channel, and
- Automatically shifting sales strategies based on customer activity, purchase history, and more.

Stop using a one-size-fits-all marketing approach. Meet the individual needs of today's customers, and make your interactions more meaningful. Use adaptive campaigns to create superior experiences that deepen customer loyalty.

The Adaptive Engagement Engine

Direct Alliance's revolutionary Adaptive Engagement Engine makes tomorrow's sales and marketing strategies available today. This sophisticated marketing solution uses data collection and analytical tools to track individual behavior and customize marketing initiatives for each customer. The Adaptive Engagement Engine analyzes data from all communication channels to provide personalized service, to sell the right products and services at the right time, and to intelligently build brand experiences. Create a holistic customer experience and engage your customers and prospects more effectively with technology-based marketing tactics that adapt to personal preferences and customize messages for every stage in the customer life cycle.

While other companies offer only parts and pieces of this marketing solution, Direct Alliance combines strategy, technology, and services to provide the total package.

How it Works

The Adaptive Engagement Engine captures and tracks customer behavior expressed through various digital and personal interactions. This individualized data significantly improves marketing efforts with fine-grained segmentation and customized offerings. After analyzing data from all communication channels and determining each customer's activity, intent, value, and preferred communication channel, the technology develops custom-tailored campaigns based on established action plans and best practices. Marketing tactics and content are dynamically generated, and campaigns are automatically triggered across various digital and direct communication channels including e-mail, social networks, web, mobile, SMS text, voice, and chat. Direct Alliance's integrated and digital marketing services fully support these research-based marketing strategies.

Features and Benefits

- Build a single marketing database and grow opt-in subscribers and customer data
- Capture, track, and analyze customer behavior and activity history to build the most effective marketing strategies
- Use customer data to segment important customer groups and identify critical profiles
- Deliver relevant content for sales, service, and program offerings that will resonate with each audience
- Automate processes to trigger campaigns and events based on critical stages in the customer life cycle and activities that signal buying behavior
- Create nurturing campaigns that periodically "touch" customers via automated, timed, one-to-one, and personalized marketing
- Prioritize campaigns and interactions based on value scores and custom analytics
- Market products and services across multiple communication channels including e-mail, social networks, web, mobile, SMS text, voice, and chat
- Gain campaign visibility with multichannel performance reports, ROI analysis, and custom reports
- Ensure regulatory compliance and information security for your customers
- Reduce costs by automating integrated digital marketing campaigns
- Maximize business intelligence with a single-source relational database, data warehousing, and data management that maintains quality across campaigns

Highlights

The Adaptive Engagement Engine enhances customer involvement to drive sales and revenue generation. This technology builds customer lifetime value through tailored communications and next-step recommendations at every point of contact and at every stage of the customer life cycle. With Direct Alliance's consultative approach and technology-enabled service model, companies quickly realize measurable business results—even in fragmented and hard to reach markets.

CONTACT DIRECT ALLIANCE CORPORATION, A TELETECH COMPANY:

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www.directalliance.com**Uses**

- Build your customer base and drive engagement with adaptive marketing and relevant content
- Gain critical business insights with deeper customer analytics
- Differentiate your brand with well-timed marketing touches and personalized offerings

Key Differentiators

While other companies offer only parts or pieces of this leading-edge marketing and sales model, Direct Alliance combines strategy, technology, and direct and indirect sales services to provide the total package, allowing you to focus on providing customer care rather than managing vendors. Other key differentiators include:

- Sophisticated customer behavioral analytics and strategic business insights
- Technology-enabled, multichannel marketing for cost efficiency
- Award-winning, best-in-class sales and marketing teams that offer consultative selling

Why Direct Alliance Corporation, a TeleTech Company?

Direct Alliance offers sales and marketing outsourcing solutions for its clients across a variety of countries and industries. Utilizing state of the art technology and best practices, Direct Alliance provides integrated sales solutions such as inbound and outbound sales programs, direct marketing, analytics, e-commerce, and order management. These solutions enable highly recognized brands to extend their market coverage in small, mid-size, and enterprise segments while accelerating sales with some of the best revenue-to-expense ratios in the business process outsourcing (BPO) industry.

Related Products and Services

- Lead Generation
- Customer Acquisition
- Account Management
- Customer Retention
- Service to Sales
- Marketing Analytics
- Electronic Direct Marketing

More Information

Please visit our website for additional details on our full suite of Revenue Generation solutions. www.telettech.com/solutions/revenue-generation

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