



## Experience Paper

# HOSTED TECHNOLOGY SOLUTIONS Customer Notification Services Experience

### Demonstrated Customer Notification Services experience with:

- Global financial services company
- A U.S. government agency
- A global financial institution
- An internal TeleTech communications line

TeleTech has extensive experience implementing and managing successful outbound dialer programs from both operational and technology perspectives – in areas of sales, collections, customer service, and lead generation. The TeleTech dialer engineering and operations team has over 125 years of combined experience in designing, deploying, and operating dialer campaigns globally.

TeleTech has conducted programs for the last 15 years for outbound and blended inbound/outbound campaigns running in progressive, preview, predictive, and outbound messaging modes. While TeleTech's past experience spans several major hardware and software dialing platforms, most recently we have been very successfully running our dialer programs on our own Cisco platform. The following include example of our Customer Notification Services success.

### Global Financial Services Company - New Sale and Up-Sell Campaign

This program consisted of two lead generation campaigns with 58 associates dialing 700,000 total leads. Campaigns were focused on generating warm leads for two business initiatives (cold-dialing non-participating members to sell the banking services and dialing current bank participants to up-sell auto insurance). The program also included warm transfers to the client for sale closures. For the first campaign, we averaged 11,000 dials a day with 3,930 successful transfers for an average transfer rate of 5.4%. For the second campaign, we averaged 8,000 dials per day with 2,630 transfers for an average transfer rate of 11.8%. The financial services client has been so impressed with our performance that they are working with us on other outbound dialing campaigns; including a mortgage loan origination program.

For the same global financial services company TeleTech implemented a customer notification campaign. The client contacted us at four o'clock on a Friday afternoon requesting an emergency notification campaign to dial and provide an automated message to 900,000 customers. Within 15 hours, we had built the campaign and were dialing at a rate of 3,500 contacts per hour.

### U.S. Government Agency

For a large U.S. government agency program, TeleTech provided the technology for 4,000 associates to dial a projected 13 million total leads at an average of 126,000 dials a day and a peak day of 360,000 dials. The dialing generated in excess of 80 million outbound minutes with a 2:1 contact rate.

**TeleTech has a standard dialer solution on our Cisco platform which includes:**

- Lead management
- Dialer management
- Disposition management
- Associate desktop
- Reporting

Additional features and customization is also available – such as call recording via our quality assurance system, data exchange with clients, campaign data analytics, and a sales verification process and capability.

## A Global Financial Institution

TeleTech provided card sales and up-sell services to this financial services client for a number of years. This included an outbound dialer program to generate the sales lead and also the sales verification/closing process. We processed an average of four million leads per month with a contact over connect rate of 7.4% and a conversion over contact rate of 6.25%.

## TeleTech Human Capital

TeleTech uses the dialer to send automated messages to corporate employees on critical communications topics. Also, the HirePoint Talent Acquisition team uses automated messages to remind interested career candidates of the next step of the hiring process. Bottom line is that TeleTech uses the same technologies that it offers to its customers. So far in 2010, we have completed 32,000 dials for the human capital department. At a four minute average per completed manual dial, the dialer saved our human capital department an estimated 1,200 hours of manual dialing.