



**Industry:** Banking

**Campaign:** Outbound Welcome, Educational and Research

**Customers:** Residential

**Products:** Online and telephone banking

One of the leading banking organisations in the world offering a full range of financial service products.

### Challenge

The Client was searching for a business partner to outsource its outbound telemarketing activities for a project to increase usage of its personal online and telephone banking. The objective was to introduce a range of alternative banking facilities to its customers and to ensure that those who had been proactive were fully aware of the processes and benefits that could be derived. The telephone calling was to be carried out following a direct mailing campaign to existing customers and co-ordination of the telemarketing programme was critical to its success.

### Solution

Telegen was selected for the campaign demonstrating our comprehensive understanding of the business objectives and proven methodology and experience and our commitment to deliver on time. A team of 10 agents was recruited and trained in all aspects of the product, company culture and soft telephone skills required and a bespoke call structure was developed with the Client. Our expert IT team quickly developed a bespoke solution utilising all aspects of our state of the art contact centre technology platform and arranged for the processing and integration of a CSV file of data provided by our Client. A key element of the project was to accurately report the outcome of every call and a system was developed to optimise all the information captured.

### Results

Critical timescales for all aspects were achieved allowing the projects to launch on schedule with full flexibility to ensure a co-ordinated approach. The targeted number of customers contacted was exceeded by 10% all within the timescales of the project and all relevant data was captured and formulated in a comprehensive report for use by our Client in future marketing strategy. Our Client was extremely satisfied with the project adding

*"The professional, added value service was excellent and exceeded expectations. It was a pleasure to work with your management team and the agents you recruited"*



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