



Industry: Financial Services
Campaign: Outbound Customer Acquisition
Customers: Consumer
Products: Affinity Credit Cards

Our Client has an established international reputation as one of the largest affinity marketing specialists in the world. Primarily responsible for one of the largest bank's affinity credit card acquisition programme, their marketing success has generated more affinity credit cards than any other similar organisation.

Products

Our Client leverages relationships with high profile membership groups (such as premiership football club members) and sells credit card products branded around these specific target groups.

Challenge

It was identified that in addition to using the traditional routes of direct mail and press advertising, a more direct approach through telemarketing would increase customer acquisition rates. Our Client required an out-sourced contact centre provider who had the technology, experience and skill to deliver a campaign of this nature. Telegen was selected for their combination of next generation call centre technology, experience, highly skilled workforce, commitment to quality and ability to deliver results in line with our Client's requirement.

Solution

Telegen developed a call centre facility for the programme which utilised advanced predictive dialling technology and call recording capability. A bespoke call guide was built using HTML scripting which included a supervisor based sales confirmation process and paperless direct debit mandate datacapture. In addition an innovative customer contact strategy was developed, aimed at creating more new card customers than usual. To ensure the agents were trained to the highest standards, thus optimising sales performance, Telegen's in-house training department developed and delivered tailored training modules which included; client overview, campaign objectives, product knowledge, sales skills and system use. The programme was fully operational within four weeks.

Results

The Telegen team exceeded sales and attained new card customers within stringent quality standards proving once again Telegen's exceptional ability to set-up and implement successful programmes in shorter than expected lead times. The implementation of the new contact strategy also helped to deliver extremely high levels of new card customers.



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