

What do you get?

What do you get from a telemarketing campaign?

There is no such thing as a "typical" or "average" campaign as each has its own particular requirements, but most outbound pilot campaigns consisting of 400 prospects over a four-week period will require:

- Between 115 and 130 hours of campaign activity.
- Approximately 2000 separate telephone calls – sometimes more!
- Prospect profiling and sourcing.
- Data cleansing.
- Mailing fulfilment.
- Management team campaign supervision from conception to completion.
- Ongoing, meaningful communication between Abtel and your organisation.

You will gain:

- Instant specialist telemarketing expertise.
- A pipeline of immediate and future sales opportunities.
- One interim progress report.
- Prospect feedback regarding your proposition.
- A final report including statistical analyses.
- Data handover upon completion of campaign.
- Recommendations for future marketing activity.
- Account manager observations.

Over the last ten years we have made and taken over 7 million calls on behalf of our clients, which gives us the depth of knowledge and breadth of experience to call ourselves "specialists" in the true sense of the word.