



The Mx Group

# Telemarketing Proposal

7/19/18

# Your Situation

# Project Background

- Looking for experienced, knowledgeable telemarketing team who can get past gate keepers and invite/register high-level, appropriate lawyers to conference.
- Goal of calls:
  - 150 confirmed attendees
  - Speak to the Head of Diversity/Inclusion and introduce the conference, invite them to attend and register them over the phone
  - \$5,000 registration covers two attendees: Head of Diversity/Inclusion & one member of the executive committee
  - Registration to be completed on the phone with the agent via a landing page on the event website, and then attendees would be invoiced for the \$5,000 attendance cost

# Approach

# Additional Questions

- How well do these contacts know about this event/your firm?
- How is the conference being marketed prior to calls being made?
- Are there additional data points we can collect on these calls?
- Is 350 the total universe? Or a subset of a larger universe?
- Does an email exist with conference details that could be sent to those asking for more information?

# Proposed Scope

- Kick-off
  - Data review, overall project plan and reporting requirements
  - Alignment on messaging and registration criteria
  - Final SOW
- Set-up
  - Mx systems set up
  - Agent training and review/coaching of test calls
- Calling activity
  - US based, English speaking, in-house call center
- Ongoing management & reporting

# Assumptions and pricing

# Assumptions

- 350 records to be called
- 6 call attempts per record
- Standard, Biweekly report
- Extract review of 100% of successful calls
- Call listening for 10% of successful calls
- Calls to be made (tentatively) between 8/6/18 and 10/31/18
- List comprised of contact first and last names, title, company name, phone number and email address
- New call guide, provided by Mx
- Estimated successful records: 20-30

# Initial Estimate

Project Strategy and Management	\$2,226
Project Setup & Training	\$7,863
Calling	\$6,102
Lead Processing	\$0
Reporting	\$648
Telephone Line Charges*	\$88
<b>TOTAL</b>	<b><u>\$16,928</u></b>

# Tools & Technology

# NICE InContact

- Outbound Dialing System
  - Multiple dialing modes and configurable pacing algorithm
  - Area code management – automatically begins and ends calling based on the time of day
  - Busy, Disconnect, No Answer and Answering Machine Screening
  - Speed of call transfer - fastest in the industry
  - Call back scheduling - Agents can schedule agent-specific or general call-backs
- Outbound Call Regulation Compliance:
  - Fully compliant with all current rules and regulations

# NICE InContact

- Advanced campaign management and monitoring tools
  - Call recording, live call monitoring, live call metrics
  - Dedicated agent interface increases efficiency and productivity
  - Agile script development tools allow for on-the-fly adjustments
- Data security
- Integration with marketing automation

# Your Team

# Your Team



**Lisa Pasciak**

**Director of Demand Operations**

Lisa joined The Mx Group in 2008. After two years in the Client Services department, she transitioned into the Traffic department, where she managed internal workflow and individual schedules for various departments. In 2017, she became the Director of Demand Operations, managing the Teleservices, Sales Operations and Fulfillment teams. She graduated from North Central College in Naperville, Illinois, in 2007, with a B.A. in marketing. In 2014, she earned her MBA with a focus in project management from Lewis University in Romeoville, Illinois.



**Percy Thornbor, Jr.**

**Telemarketing Team Lead**

Percy joined The Mx Group in 2016. He brings over 15 years of experience previously working as a Sr. Corporate Partnerships Executive selling advertising, media, hospitality packages and promotions to clients while managing a team of four sales associates. In 2017, he was promoted to the role of Telemarketing Team Lead where he oversees call quality and efficiency measures for all campaigns and manages our call agents. Percy graduated with a B.B.A. in Marketing from Jackson State University.

# About Mx Group



**TOP B2B  
AGENCY**  
- Ad Age



**100+**  
Full-time Employees



**Best Places to Work in 2017**  
A workplace analysis and competition  
**4<sup>TH</sup>**  
consecutive year



**25+**  
years of driving  
**REVENUE**



# THANK YOU