



The Mx Group

# Telemarketing Proposal

5/11/18

# About Mx Group



# TOP B2B AGENCY

- Ad Age



100+

Full-time Employees



Best Places to Work in IL 2017  
A workplace analysis and competition

4<sup>TH</sup>  
consecutive year



25+  
years of driving  
**REVENUE**



# Your Situation

# Project Background

- Generate qualified U.S. leads
- 3 attempts per record
- Calling list acquired by Isotrak, between 5,000 & 10,000 records
- Goal of calls:
  - Introduce and establish value of Isotrak fleet management services & other products
  - Identify decision makers with quality opportunities in the US for Isotrak reps
- Leave voicemail on final attempt if we cannot reach the record

# Approach

# Proposed Scope

- Kick-off
  - Strategy discussion
  - Data review, overall project plan and reporting requirements
  - Alignment on messaging and qualification criteria
  - Lead management planning
  - 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: 5,000 Record Campaign

- 5,000 records to be called
- 3 call attempts per record
- Bi-weekly calling results report
- Extract review of 50% of successful calls
- Call listening for 10% of successful calls
- Calls to be made between 6/1/18 and 7/15/18
- New call guide, provided by client
- Estimated successful records: 150-210

# Initial Estimate: 5,000 Record Campaign

## Project : Telemarketing Project

Project Strategy and Management	\$3,401
Project Setup	\$4,757
Calling	\$20,650
Lead Processing	\$675
Reporting	\$278
Telephone Line Charges*	\$740
<b>TOTAL</b>	<b><u>\$30,501</u></b>

# Assumptions: 10,000 Record Campaign

- 10,000 records to be called
- 3 call attempts per record
- Bi-weekly calling results report
- Extract review of 50% of successful calls
- Call listening for 10% of successful calls
- Calls to be made between 6/1/18 and 7/31/18
- New call guide, provided by client
- Estimated successful records: 310-430

# Initial Estimate: 10,000 Record Campaign

## Project : Telemarketing Project

Project Strategy and Management	\$5,462
Project Setup	\$4,909
Calling	\$39,036
Lead Processing	\$1,350
Reporting	\$463
Telephone Line Charges	\$1,481
<b>TOTAL</b>	<b><u>\$52,700</u></b>

# Tools & Technology

# Noble Systems

- 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

# Noble Systems

- 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

# 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.

# THANK YOU