

# Achieving success

**DIRECT ROUTE TO  
SUCCESS IN CENTRAL AND  
EASTERN EUROPE**  
**ONE PARTNER**  
**FOR 19 MARKETS**

**17. November 2005  
Hotel Lev, Ljubljana**

**STUDIO  
MODERNA**

# Introduction

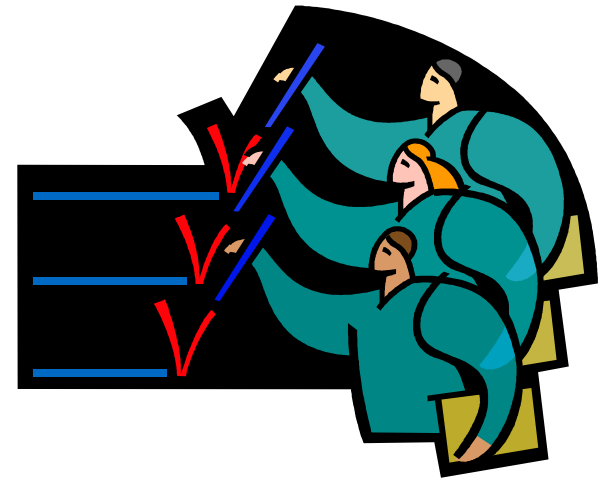
- Introduction
- Get it right
- Main points
- Questions & Answers

How real tangible business benefits were achieved for one of the top five Information Technology solution providers in the world using direct marketing call center services.

How will you achieve success?

# Get it right !

- What – reason?
- How – execution?
- Where – target?
- When – timescale?
- Why – benefits?



# Get it right - What

## Reason

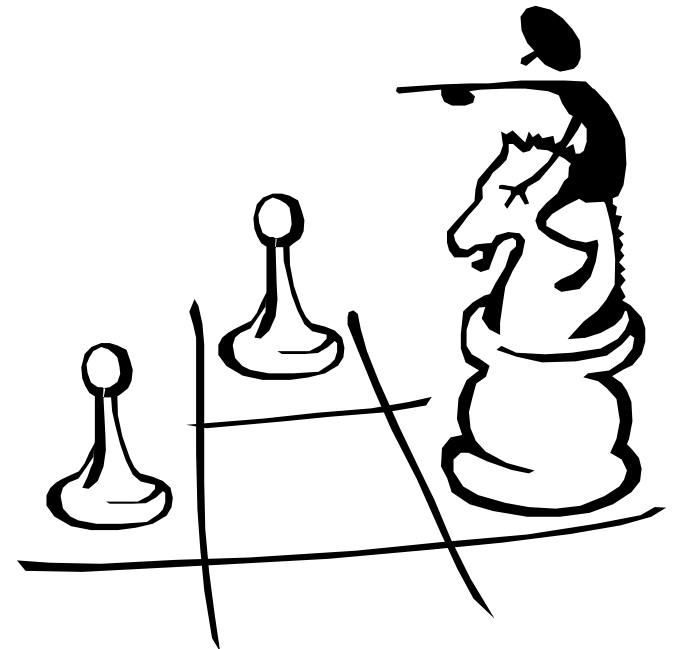
- Support Business Partners
- Database update
- Market awareness
- Capitalise on growth
  - increase pipeline
  - generate sales



# Get it right - How

## Execution

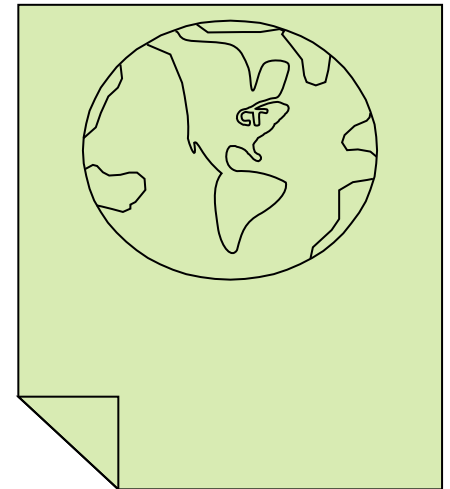
- Delivery roll out
- Telemarketing, Direct Mail & Event Support
- Multilingual
  - management expertise
  - use existing methodology
  - mother tongue agents
  - training
  - local contact center
  - reporting



# Get it right - Where

## Target

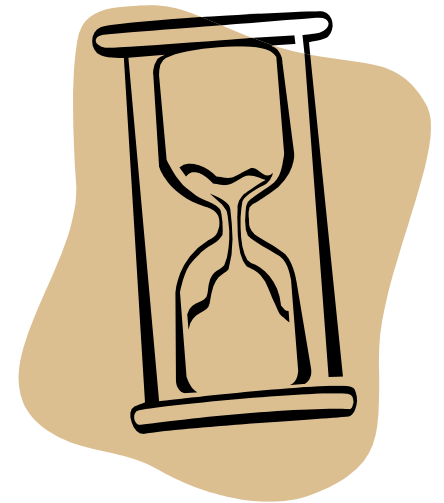
- Within CEE
  - full central eastern europe coverage
  - ability to roll out in any country
  - further if required



# Get it right - When

## Timescales

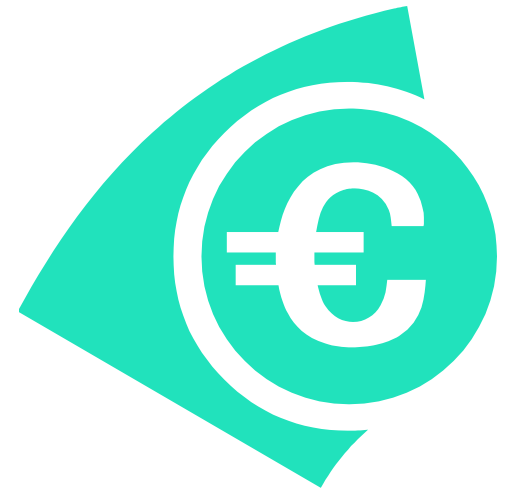
- Roll out scalability
  - very short lead times
  - start mid 2005
  - carry on 2006



# Get it right - Why

## Benefits

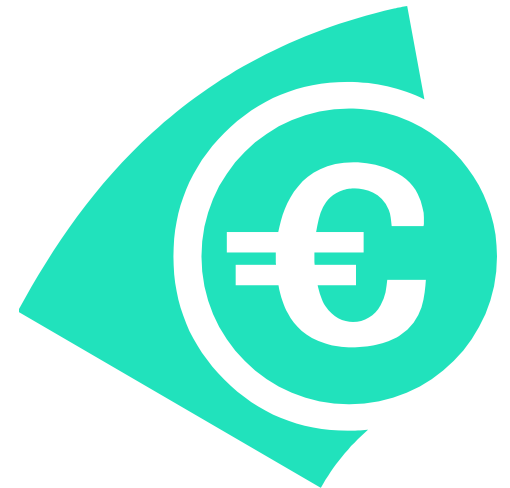
- Demand Generation
- Qualified Sales Leads
- Generate event attendees
- Market intelligence
- Market awareness
- ROI: 25:1



# Get it right - Benefits

## Would you want to?

- Set up 19 campaigns?
- Manage 19 campaigns?
- Train 19 contact centers?
- Translate & check 19 scripts?
- Collate 19 reports?
- Take 19 times longer?



# Main Points

- What
- How
- Where
- When
- Why

## CLIENT

Reason

Execution

Target

Timescale

Benefit

## PARTNER

Empathy

Expertise

Coverage

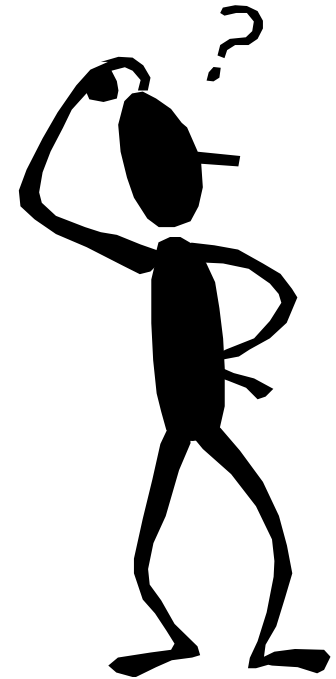
Flexibility

Delivery



“We aim to be trusted advisors by supplying actionable information to our clients about their markets by working in partnership to achieve success”

- Questions & Answers



Thank You

**We hope we may become your trusted advisors**

