

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

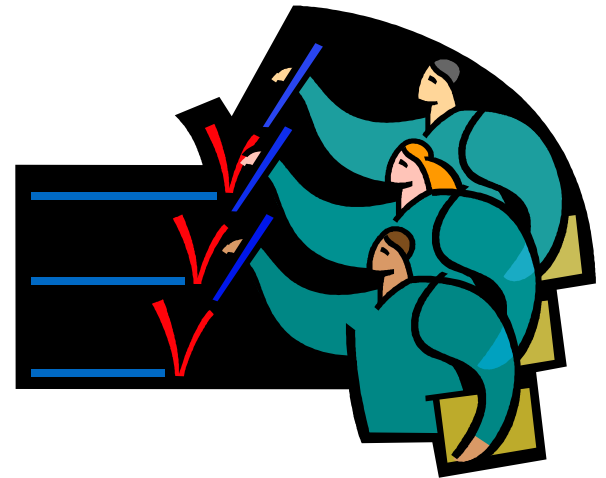
- Introduction
- Get it right
- Main points
- Questions & Answers

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

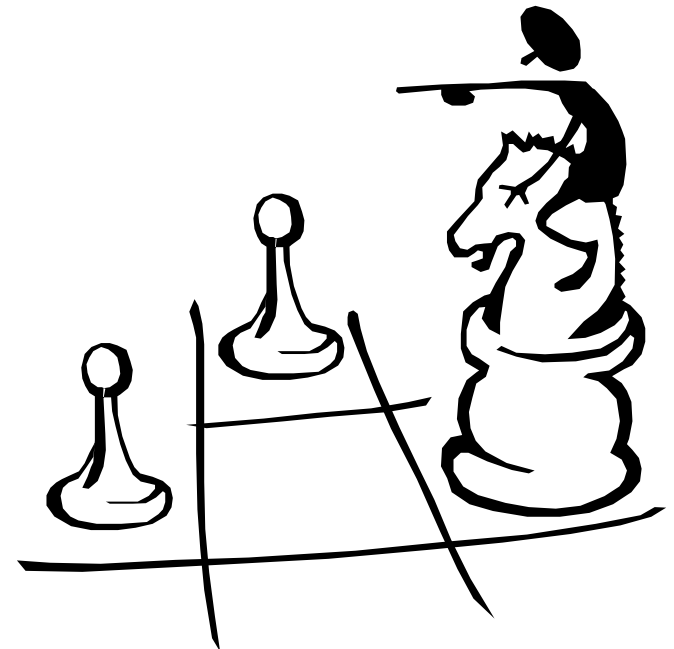
- Support Business Partners
- Database update
- Market awareness
- Capitalise on growth
 - increase pipeline
 - generate sales



Get it right - How

Execution

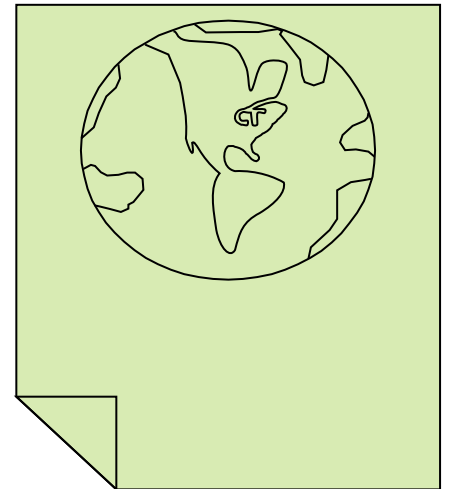
- Delivery roll out
- Telemarketing, Direct Mail & Event Support
- Multilingual
 - management expertise
 - use existing methodology
 - mother tongue agents
 - training
 - local contact center
 - reporting



Get it right - Where

Target

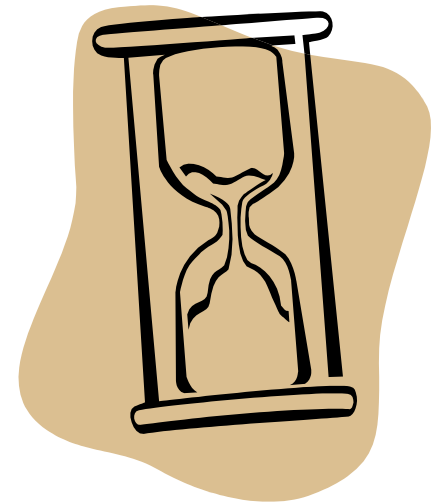
- Within CEE
 - full central eastern europe coverage
 - ability to roll out in any country
 - further if required



Get it right - When

Timescales

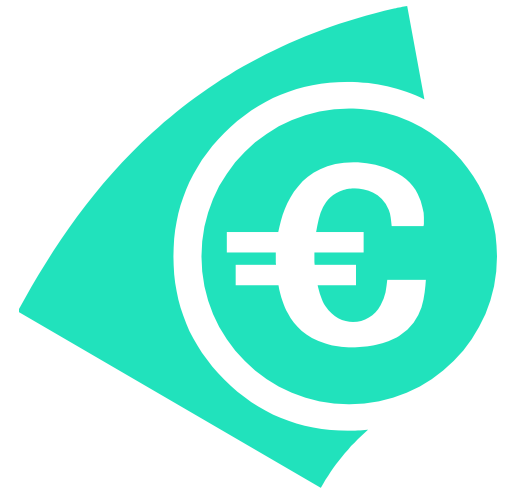
- Roll out scalability
 - very short lead times
 - start mid 2005
 - carry on 2006



Get it right - Why

Benefits

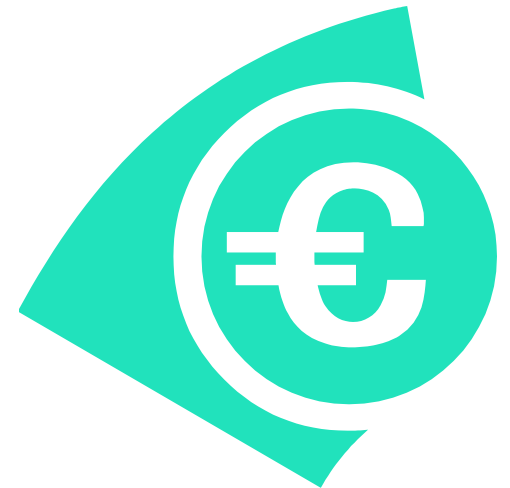
- Demand Generation
- Qualified Sales Leads
- Generate event attendees
- Market intelligence
- Market awareness
- ROI: 25:1



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

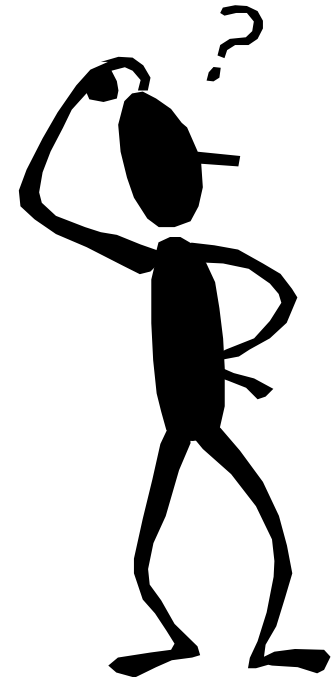
Flexibility

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

