

## Contact Center for a European E-business Platform

### The Situation

Our customer (the company) is a new unique sales platform bringing together supply and demand of promotional products company trying to realize its following goals in both increased sales and cost savings. Also they are eager to develop Chinese market, recruit more Chinese supplier members and help Chinese members succeed in oversea markets.

### The Solution

During 2007-2008, the company partnered with Cosoft to outsource their non-core business, including information management/database services, marketing, customer services and web services, etc.

#### Information Management Solution

After getting the information of the target clients and customers, we pack up the information of clients and products, ending up with a precise and comprehensive database. It does a great help of marketing and customer services.

Our services including:

- > Design and establish a new database
- > Input the information in the existing database through data entry and capturing data from the images.
- > Collect new market and customer data via various information channels, esp. Internet
- > Data updating and existing Database Maintain

#### Marketing Solution

We enlarge the clients' amount of the company by Telemarketing, Internet Marketing and Direct Sales. What we done for the company:

##### *Telemarketing*

We specialize in connecting business consumers with qualified telemarketing services by utilizing our extensive network of approved telemarketing vendors. Regardless of the size of your company or anticipated call volume, we assist the company in locating cost-effective telemarketing services that meets your specific needs. Commonly requested services include:

- > Membership Inviting
- > Lead Generation
- > Database Information Check-up and Clean-up
- > Market Research
- > Event Registration
- > Product Announcement
- > Appointment Setting

## *Internet Marketing*

- › Search engines: search engine registration and search engine optimization
- › Email marketing: safe email advertising and email marketing software utilization
- › Bulletin board and newsgroup ads
- › Web linking: mall link website links and article ad marketing
- › Press releases: advanced pr service

## *Direct Sales*

- › Visit the target clients
- › Introduction of the company
- › Ask for joining

## **Customer Service Solution**

With Cosoft's customer service solution, the company improves customer satisfaction, gain valuable customer information and increase the efficiency and cost-effectiveness of operations. The services we provide including:

- › Products and services consultation
- › Customer satisfaction surveys
- › Real-time invoices dealing and management
- › Claim and counterclaim dealing
- › Product technical support

## **The Result**

The partnership allows the company access to Chinese market easily, which is a huge potential market and would produce an incredible profit. As a result of marketing extending, we've got over thousand new suppliers in China for the company. With establishing a database clearly and easily for the customer to find what they want, we can say confidently we will help them accomplish more in the future. Notable cooperation accomplishments also include cost reductions via a decrease in marketing with savings exceeding 55%.

Cosoft's work has been affirmed by the CEO of the company, who said that our work was the first list ever without mistakes, which hadn't been received from all other data collectors. Even their internal agents in the registered country had not made this yet. Flexible, adaptable and scalable processes are key elements of Cosoft's outsourcing services.

[Contact us](#) with your outsourcing requirements and we will get back to you within one business day.

### **Devott Service**

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