

# DEVOTT SERVICE CALL CENTER

## 1. COMPANY PROFILE

### 1.1 ABOUT US

Devott Service is a China-based outsourcing company providing world class IT-enabled services to customers worldwide. In the last few years, Devott Service has expanded its operations and service offerings, establishing itself as a premier IT-based BPO service provider in China and in the global offshore outsourcing market.

### 1.2 OUR MISSION

To partner with our customers designing and delivering flexible world-class outsourcing solutions and producing a compelling return on our customers' investments.

### 1.3 OUR VALUE

To search for ways of saving time and money for our clients. We strive at getting the job done with as little of your time spent as possible if you want to save your time for more important tasks.

### 1.4 OUR SERVICE

We provide a full range of BPO services at competitive prices, excellent customer support and quality of deliverables. Our clients mainly are from North America and Europe with industry of telecom, B2B, travel, internet, logistics, consulting and research. As a native company in China, with extensive global understanding, we also provide multinational companies a solid platform to develop their China businesses and operations. We have our core strength that includes professionals in the following areas:

- > Call Center & Customer Center
- > China Market Outsourcing
- > Data Entry & Document Conversion
- > Online Data Research & Data Mining
- > Web Solutions

## 2. DEVOTT SERVICE CALL CENTER

### 2.1 CALL CENTER FACTS

**Devott Service**

Third Floor South Wing, Software Building, Tianda Science Park, 80 Fourth Ave., TEDA, Tianjin, 300457, China  
Telephone: +86-22-8988-1518 Email: info@DevottService.com Website: www.DevottService.com

- Partnered with Unicom (formerly CNC), Devott Service will rent and utilize their latest call center technology and the lowest costs of telecoms in China.
- Call Recording Software: Huawei Call Management System
- Internet Bandwidth: Dedicated Access Line (10M)
- Seat Capacity: 200
- Distance of Facility from Business City Beijing: about 120 KM

## 2.2 CALL CENTER SERVICES

- Serving domestic and near shore market: Primarily China and Asia
- Inbound & Outbound call center capabilities:
  - Answering Service
  - Customer Service
  - Market Research
  - List Qualification
  - Questionnaire
  - Appointment Setting
- Business Processing support functionality
  - Data Entry
  - Online Data Research
  - Back Office Support

## 3. CASE STUDY

### 3.1 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

The company was partnered with Devott Service to outsource their non-core business, including contact center, web research services, marketing, customer services and web services, etc.

### **Information Management Solution**

After getting the information of the target clients and customers, we packed 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 we provided are list as following:

- › 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 research
- › Data updating and existing database maintain

### **Marketing Solution**

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

#### *Telemarketing*

- › 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 Devott Service 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 include

- › Products and services consultation

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- › 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. Notable cooperation accomplishments also include cost reductions of marketing with savings exceeding 35%.

Devott Service'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 Devott Service's outsourcing services.

## **3.2 CHINA MARKET OUTSOURCING SERVICE FOR A US COMPANY**

### **THE SITUATION**

Our customer is a famous US company providing capital consultant services assisting small and medium sized enterprises grow and prosper in competitive market environment. The company also specializes in assisting Asia Pacific companies becoming publicly traded in the United States major stock exchange markets. The company has a Hong Kong subsidiary with network resources and services for logistics companies and freight forwarders worldwide.

Having operational experience of international market, the company and its subsidiary set their sight on China which is a huge and attractive market for them. For the purpose of expanding market share, they entrusted Devott Service to help them populate their name awareness, recruit members and provide any other related services necessary.

### **THE SOLUTION**

During the cooperation, Devott Service has provided the following services:

- › Create a database of all the logistics related companies in China
- › Add, maintain and develop the company's Marketing Database
- › Do mail and telephone marketing to target clients
- › Visit the target clients and ask for joining
- › Update and maintain the content and outlook of the company's website
- › Promote the company's website by telesales, SEO, link exchange and BBS etc.
- › Translate the company's website from English to Chinese for the target market

- › Enrich the content of the company's website
- › Collect the member fee in China
- › Hold periodic members conferences and seminars
- › Create cooperative and official relationship with Chinese government

## **THE RESULT**

- › Hundreds of new members, clients and partners in China
- › Approved status and sound reputation in the market
- › Comprehensive database of business information
- › Chinese entity website oriented to the specific market
- › Establishment of solid relationship with government through web link with ministry of communications
- › Cost reduction of 40% and improved visible efficiency of workflow