

// BEHIND EVERY SUCCESSFUL PRODUCT LAUNCH IS AN EXCELLENT PRESENTATION AND CLEVER PROMOTION... //



...WHAT YOU MIGHT BE MISSING IS THE GREAT SALES TEAM TO HELP YOU FILL THE ROOM...UNTIL NOW!

Call Centre Services **'BOOKEDOUT/SOLDOUT'** product launch, seminar and workshop attendance telemarketing and RSVP co-ordination services deliver the audience your product deserves.

Major IT companies such as Network Associates International [McAfee], ACCPAC Australia, UNISYS and IT&e have utilized our telemarketing, follow up, email reminder and RSVP Freecall services to fill their events. Doubling, tripling and quadrupling responses from the initial invitations.

Utilising state of the art facilities, the CustomeCARE call centre at Balgowlah in Sydney's lower north shore, specialises in providing IT savvy customer agents to make and take calls for product launches, seminars, events and workshops, 7 days a week.

The CustomerCARE team can make up to 3000 outbound telephone contacts a day and follow everyone up with email. They also provide a 1300 or 1800 number for RSVP's and maintain a fully relational database with current details of all contacts. So even those who can't make it on the day can still have the presentation sent to them.

With telephone service KPI's of 90% of calls answered immediately, with no wait times and call abandonment rates less than 3%, this Australian customer contact centre delivers outstanding levels of 'worlds best practice' customer service.

For a quote for your next event call Chris Payne or Nigel Metcalf on [02] 9949 9999 or email a brief to callcentreservices@bigpond.com We will respond immediately.

// IT company's such as ours invest heavily in creating and running major product launches upgrade and workshops for our customers. These substantial costs are still incurred whether we have a full house or a half full room. By using Call Centre Services we have been able to generate immediate and significant increases in attendance at our events //

Colleen Elcham
ACCPAC Australia Pacific Inc