



**answerNet**  
**WHITE PAPER**

**Eight Ways to Increase your  
Company's Profits by Employing  
a Call Center**

## About AnswerNet

AnswerNet is the largest privately held telemessaging company in the world and a full-service provider of inbound, outbound, automated, electronic and business process outsourcing (BPO) call center services.

AnswerNet operates over 50 contact centers within the continental United States, Canada and one near-shore location in Costa Rica.

We provide a wide range of services, from our core capabilities of telephone answering, hotlines, customer service sales, lead qualification and market research to a variety of business process outsourcing options including CRM hosting, email management and order processing.

Outsourcing business processes to call centers is not only an effective way to grow your business without increasing overhead costs, but also a great way to boost revenue. Yet many businesses do not realize the full extent of services that a call center can provide. Here are eight ways your company can benefit from a call center:

### 1. Cut Administrative Costs with a Virtual Receptionist

Most receptionist services can be handled by one call center virtual receptionist at a fraction of the price you would pay to hire one or more secretaries. Virtual receptionists are professionally trained, organized agents who will manage your administrative needs at an offsite location. This frees up your office staff to work on more lucrative duties and helps lower costs by reducing staff overhead.

Engaging a call center virtual receptionist can also provide tighter security (less people with keys to your office, secured online database management, et cetera). Furthermore, in the event of a natural or man-made disaster, the call center has a fail-safe plan. For instance, if the internet or phones go out, you do not have to wait until the electric company fixes your service. Another call center location can pick up the slack without any interruption.

### 2. Increase Revenue with Better Customer Service

Damage from a poor customer service experience is serious. According to one study, an unpleasant incident can lead to:

- an 86.3% reduction in the probability that a customer will want to buy from the company;
- a 98.9% chance that a customer will continue having a negative perception of the company;
- and a 91.5% decrease in the likelihood the customer will recommend the company to others.

Representatives are often selected for your account based on knowledge and experience with your industry, endure a rigorous training process, follow a thorough and pre-approved script and are continuously monitored on a weekly and/or monthly basis. Call center account managers work with your company to set expectations and goals and will re-evaluate and revise processes as your firm sees fit.

### **3. Boost Profits with 24/7/365 Access**

Some corporate professionals would not sleep if the prospect of making sales during off-peak hours could help increase revenue. This is especially true of order entry businesses such as QVC, where many consumers want to purchase a product or service at all hours of the day. Rather than hiring around-the-clock staff to manage the order intake, it would be a smart decision to consider a call center solution.

Most telecommunication companies have a geographic spread across all time zones to ensure 24/7/365 service to their clientele. Call centers can even offer web order management, credit card processing and fulfillment services all day and night. So no matter if your customers are night owls or early birds, rest assured that a call center agent will be available to facilitate the sale.

### **4. Improve Time Management with Interactive Voice Response (IVR)**

Improper time management is often a killer of company profits. The more time you and your staff are preoccupied with unnecessary distractions, the greater risk you run of losing money.

Interactive Voice Response (IVR) systems are effective tools to help you achieve better time management in your business. This technology allows your callers the ability to interact with your database and accomplish repetitive tasks without involving your staff in the laborious process. Clients can call in, listen to or submit information without having to talk with a live person. In turn, your staff will have more time available to focus on the pressing matters at hand.

### **5. Outsource or Add a Professional, Well-Trained Sales Staff**

Sell, sell and then sell some more. Yet how can you sell your products and services efficiently without the expense of hiring and training your own internal sales team?

Call centers have a multitude of cost-effective telesales options available at your fingertips. From lead generation, to lead verification and closing deals, agents are proficient in generating returns for your company. Call centers work with clients to research, learn and uphold their sales processes and techniques. Dedicated telesales

agents are specially trained to overcome obstacles between you and your buyers. They stay in touch with existing and likely customers at each segment of the sales cycle.

### **6. Use New Technology to Expand Your Reach**

SMS, online chat, CRM—what can they provide your company? They are all new and innovative ways to expand your reach and increase your margins. Telecommunication companies have started to create services more aligned with the digital age. Mass SMS text services are offered at a reasonable price, with online databases to manage contacts and responses. Online chat provides an opportunity to have a conversation with a customer through any web-enabled device. Customer Relationship Management (CRM) tools are made available as a way to maintain customer data through the internet and without the paperwork. These are only some of the high-tech benefits available from call centers, and all are tremendous opportunities to cultivate more earnings and increase profits.

### **7. Broaden Your Knowledge with Market Research**

According to the Marketing Donut<sup>1</sup>, “Market research questionnaires, surveys and focus groups can be powerful tools for improving your understanding of your market and customers.” Today’s market offers limitless choices, and knowing precisely what customers want and need is the greatest competitive advantage a business can have. Utilize a call center that specializes in market research to collect critical consumer data for your sales initiatives. Call centers can offer a range of research services such as:

- Consumer products and product testing
- Political polling for candidate races and ballot proposals
- Media and entertainment (movies, television)
- Advertising campaign testing
- Travel, transportation and hospitality surveys
- Business and professional services surveying
- Healthcare and pharmaceutical consumer surveys

### **8. Expand Your Business with Call Center Partnerships**

Are your clients asking for services you currently do not offer? Are you losing business to competitors with a wider range of offerings? Many companies are looking to find reliable partnerships that can help expand their businesses and satisfy their clients’ needs without the cost of development.

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<sup>1</sup> <http://www.marketingdonut.co.uk/marketing/market-research/questionnaires-surveys-and-focus-groups>

Call centers are a great solution to build and maintain your organization. They can help you tap into new markets, work as an extension of your current services or even provide diversification wherever you need it. Resell call center features and services that compliment your own as a way to better serve your clientele and retain business in the competitive marketplace.

All eight of the points are cost-cutting and/or revenue-growing opportunities to help support your company. Many businesses already have retained one or more call center services to help navigate their corporations due to the mere fact that they are credible and reliable resources. You should be no different.