

## Direct Response Marketing Support

### Key Benefits

- *Multilingual Communication Support*
- *Timely Reporting and Results*
- *24/7/365*
- *Cost-effective*
- *Customizable to Fit Your Campaign*
- *PCI-DSS Compliant*

### Key Features

- *DRTV Services*
- *Radio Advertising Response*
- *Catalog/Order Entry*
- *Internet Response*
- *Direct Mail Campaigns*
- *Email Response*
- *Lead Qualification*
- *Interactive Voice Response (IVR) Options*
- *Order Management and Fulfillment Services*

Few marketing programs are as exciting, rewarding or as potentially risky for newcomers as Direct Response. You watch the switchboards light up and hear agents talk with customers or donors as ad spots, infomercials and pledge appeals appear on the screen or are heard live.

AnswerNet can ensure that your promotions are successful by leveraging your direct response campaign with our award-winning call center services. Whether you anticipate 1,000 calls or 10,000 while running a local spot or a national campaign, AnswerNet will be standing by to capture each order, donation or pledge.



AnswerNet's direct response programs encompass every medium in the industry, from direct response television (DRTV), radio, direct mail, email campaigns and catalogue to internet and web chat. We provide an unparalleled array of services, including:

- Order/donation entry and processing, including secure credit card handling
- Lead qualification, including closing on low-ranked deals
- Outbound notifications to customers about pre-show or catalogue drops to boost sales and generate excitement
- Inbound customer service and outbound customer care follow-up
- TTY and IP Relay services to connect with the hearing-impaired



Inbound, Outbound and Automated Call Center Solutions

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