

Business-to-Business

Offering Businesses Customized Marketing Solutions

OVERVIEW

PCCW Teleservices provides outsourced customer contact solutions that maximize the value and reduce the cost of each inbound and outbound interaction. Marketing to businesses requires a different skill set than marketing to consumers. From using finely tuned listening skills in getting past the gatekeeper to applying consultative sales tools in recognizing and uncovering unmet buying opportunities, selling to small and medium sized businesses requires a strict focus on representative selection and detailed training.

THE EXPERIENCE THAT COUNTS

PCCW Teleservices has worked with dozens of clients helping them to build stronger relationships with existing and prospective business customers. Understanding the nuances of the B2B channel is essential for success. Everything we do to support B2B programs, from how we select and train representatives to how we manage programs operationally, comes from years of experience across multiple clients and applications.

THE CLIENT'S CHALLENGE

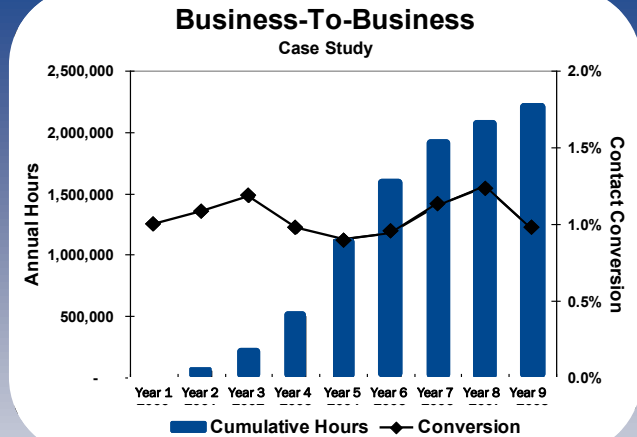
In November 2000, PCCW Teleservices began a small B2B test program. The client, a global leader in the mail and document management industry was looking to grow its presence in the small and mid-sized business market. Having tested as many as six outsourcing agencies at once, the client was frustrated by the inability of those agencies to grow and deliver on ROI objectives.

THE PCCW TELESERVICES SOLUTION

PCCW Teleservices created a dedicated client group that built a core team of seasoned B2B savvy representatives. Based on thorough product knowledge, the team concentrated on selling benefits, rather than product features. This consultative sales approach was the foundation for differentiating PCCW Teleservices from the incumbent providers. In transitioning to rollout, we carefully analyzed program variables and defined and replicated best practices

THE OUTCOME

By mirroring these practices in a mentoring approach, the program has grown from an initial five member test team to a peak of over 350 representatives. While program volume



PCCW Teleservices is definitely being recognized for their strong performance and contribution to our success.



Business Unit President
Global Leader in Document Management

has moderated over time as the client's marketing budget changes, PCCW Teleservices continues to deliver a consistent performance and strong ROI. The PCCW Teleservices team successfully addressed the challenge of aggressively growing sales while delivering strong, scalable, high quality performance. In fact, PCCW Teleservices's team consistently outperformed all alternative sales channels and today sells more products for this client on a single day than all other service providers and channels combined.

LEARN MORE

With over a million hours of B2B experience, PCCW Teleservices offers proven experience with a wide range of B2B program applications, including lead generation, appointment setting, direct sales and customer service. Call us today at 1.800.856.6768 or visit our website at www.pccwteleservices.com to learn more about how PCCW Teleservices can help you maximize each B2B contact.