

FACT SHEET

SEMA Contact – Marketing

Turning a call centre function into a strategic business advantage is about more than call times and scripting, it's about being able to apply continuous learning and process improvement to live campaigns simply, quickly and efficiently.

The challenge

- You need to setup a campaign overnight regardless of the number of agents required
- You don't have access to track profitability per campaign
- You have a need for unlimited flexibility – make real time changes to live campaigns
- You would like to pay for calls on a usage basis to reduce risk in times of increasing uncertainty
- You would like to minimise or eliminate IT costs
- You have a need to plan for disaster recovery and only pay for it when activated
- You need a call centre but don't have the resource, know how or capex
- You want to be able to do proof of concepts with new campaigns and ideas using an external contact centre
- You only need a contact centre periodically
- You want to reduce costs by sharing Contact Centre resources

Closing the Marketing Loop

The fact that we understand marketing and can 'close the loop' thus giving informational advantage®. We can provide the right reports at the right time to ensure campaigns are dynamic thus giving superior outcomes. Other CC companies do not understand marketing like we do.



Advanced Analytics

We can use advanced analytics to improve campaign outcomes. I.e. we might take 100k records and through analytics only call 15k of them but get 50% of the 15k successful giving a 7.5% result. That is a great outcome in terms of a result (imagine a typical campaign has a 3% result) and imagine the cost difference between prosecuting 100k records versus 15k records. This is great ROI. Other CC companies do not have advanced analytic options

High level “Real Time” reporting

Self serving ability to track a campaign in a “real time” environment enables the partner to extract information as it happens and have the ability to make alterations to a campaign on a daily basis.

Product Features

- Leverage SEMA's 30 years of direct marketing experience
- Augment your contact centre with extra capacity and experience
- Data analysis & predictive modelling
- Campaign strategic development
- Campaign fulfilment
- Materials design
- Digital Call Recording
- Mobile Services (SMS Gateway)
- Web enabled services
- Surveys for customer satisfaction

The benefits to you

- Improved contact centre ROI
- Improved ability to measure ROI
- Reduce time organising Contact Centre resources that can then be used on more important tasks.
- Timely and accurate reporting that supports your marketing outcomes and allows you to measure the campaigns.
- Improved data quality after a SEMA run Contact Centre campaign. This benefits all future campaigns.
- Highly fluid campaign delivery that maximises ROI.
- Integrate directly with your existing ERP systems for a seamless experience
- Leverage SEMA's 30 years of expertise in direct marketing - removes the trial and error aspect of campaigns
- No capex

At SEMA our mission is to create and deliver informational advantage for our clients. An advantage that comes from having information mobility and information resources that your competitors do not, and then having the ability to leverage this capability. To experience SEMA Contact, visit www.semagroup.com.au or call your nearest SEMA office today.

For more information, visit www.semagroup.com.au