



FACT SHEET

# Contact Centre Services

As part of this commitment to our clients, SEMA's Digital Execution Group Services offers an industry best-practice call centre providing both inbound and outbound capability utilising the latest technology.

## A fully scaleable & adaptable service

SEMA's Digital Execution contact centre is designed to be entirely flexible, offering industry-leading flexibility in start-up and reconfiguration speed. We offer highly adaptable staffing and call training and have in-house scripting consultants to assist as required. Our marketing consultants would be pleased to take time to discuss your objectives and requirements and develop a call centre plan or campaign to suit.

## Direct Marketing Specialist

SEMA is a Direct Marketing specialist. We have comprehensive campaign design, fulfilment and management capability. Our contact centre services may be incorporated seamlessly into a fully integrated direct marketing campaign or used independently. SEMA can provide the following services to assist you find your market, communicate with it and reap the rewards:

- Data analysis & predictive modelling
- Campaign strategic development
- Materials design
- Campaign fulfilment
- Return Mail Handling

## Inbound Contact Centre Service

As part of a Direct Marketing campaign, SEMA can assist in managing the inbound responses via our contact centre. This could mean handling the overflow calls or the entire campaign in order to assist conversion rates and increase success. If a Direct Marketing campaign is designed to trigger a fulfilment component, SEMA can manage the process from start to finish ensuring the fulfilment is done in a fast and effective manner. Other benefits are coordination of resources around campaigns and enrichment of database data in preparation for the next campaign.



## Outbound Contact Centre Service

SEMA's outbound contact centre can be used for such things as data base updates, address corrections, campaign follow-up on non respondents and improving campaign hit rates through clean data.

As a testament to our outbound contact centre capabilities, SEMA was awarded Bronze Award: 2006 ADMA Awards, Data Driven Marketing Category for development of the largest commercial leads generation management system in Australia

## Technological Advantage

SEMA is also an Information Technology specialist. Our organisation has over 150 IT specialists backing our industry-leading ability to provide integrated communications solutions. Our contact centre uses the latest technology to provide capabilities including:

- Interactive Voice Response
- Hard & Soft transfers
- Integrated voice recognition
- Computer telephony integration
- Automated scripts
- Real time supervision
- Fax versatility
- Predictive dialling
- Web access to scanned documents
- State-of-the-art reporting

## Scaleable Business Process Outsourcing

SEMA's contact centre can provide your organisation with the flexibility to scale up and down according to requirements and efficiency. We are expert in replicating our client organisation's contact centre operations to provide a contact centre that fully mirrors your own. We are also adept at developing innovative technological solutions to achieve cost-reduction and enhanced service. We are able to capture your data and make it available to the contact centre operators. Our extensive IT capabilities ensure that information management is made secure, fast and seamless, whether we host it in-house or facilitate a real-time feed from your site.

Winner: Telstra 2006/07 Vendor of the Year (Excellence in Quality category)

For provision of the largest and most complex customer management and fulfilment mail solution in Australia.

## Modern, fully-secure facilities

SEMA's contact centre is housed in modern, fully-secure premises. Data security and privacy is paramount at SEMA. Not only do we receive and process sensitive data from some of Australia's largest organisations, we also host and manage on site over 100 client database solutions which contain over 200 million records of client data.

We have over 6,000 online client users accessing these systems on a daily basis, and have engineered these solutions across a broad range of industries including telecommunications, banking & finance, insurance, freight, manufacturing and retail. We also work very closely with Government agencies such as The Australian Electoral Commission and Australian Taxation Office, where protection and privacy of data is not just expected but is also a legal requirement.

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SEMA is a leading Direct Marketing, Consulting and IT Business Solutions group in structure to deliver you Informational Advantage®. We lead more successful direct marketing campaigns for leading Australasian companies than anyone else. And we do it everyday, year in and year out. For more information, visit [www.semagroup.com.au](http://www.semagroup.com.au)