

OUTBOUND & TELEMARKETING BY GSS

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Outbound telemarketing is still a viable solution to meeting customer needs. Most organizations do not realize that an effective outbound campaign is vital to the company's success. With the changing telecommunications laws and with the Do Not Call lists, companies have abandoned this most important acquisition/sales tool at their disposal.

Customer Acquisition - GSS's goal is to turn each outbound telemarketing contact into sales with results. GSS has the right staff and infrastructure to aid in the success of any outbound campaign. We select, assign, train, supervise and monitor top-performing agents.

Whether the company outsources to us or has an outbound campaign managed internally, GSS can help aid in achieving long-term goals. Tap into our product suite, product expertise, and knowledge to achieve the best results for any outbound telemarketing program.

GSS's current global client base in the transportation and tourism industries have over €- 228 trillion in annual revenue, representing over 4% of GWP (gross world product). We've supported the growth of our clients...by selling:

- Tourism leisure packages.
- Train tickets.
- Food and beverage for catering companies.
- Airline e-ticketing.
- Hotel vouchers.
- And many other services used on a daily basis in the industry.
- E-ticketing solutions.

Appointment setting - GSS takes care of appointment setting so that sales teams can focus on higher value face-to-face appointments and larger potential sales. Our sales agents will qualify leads and determine the customer's propensity to buy. Today we help set appointments, qualify leads, and follow-up on missed appointments.

Lead qualification - GSS has a suite of lead processing and management that aids corporations in understanding who and when to call with the appropriate offering. GSS stays up-to-date with all the Do Not Call lists and can provide data on how to better optimize all leads.

List management - Accurate lists are keys to effective outbound telemarketing campaigns. Our list acquisition and scrubbing services eliminate duplicate names and phone numbers. GSS keeps the most up-to-date Do Not Call lists ensuring compliance with all state and federal regulated guidelines while assisting in reaching customers and prospects that are potentially receptive to offers.

“TELEMARKETING IS CURRENTLY THE TOP DIRECT MARKETING TOOL IN TERMS OF AVERAGE RESPONSE RATES AND INVESTMENTS RETURNED.”

-DIRECT MARKETING ASSOCIATION, 2008