



## Cable Communications Direct Response Services

**We know cable sales!** With nearly 20 years of cable industry direct response marketing outsourcing experience, **1 2 1 Direct Response (1 2 1)** understands the unique needs of cable services marketing and sales organizations. We can help you grow your subscriber base and sell more services to existing subscribers. If your **MSO** needs inbound, outbound or blended agent contact center support, direct mail services, database management and segmentation analytics, or all of the aforementioned in an integrated solution, **1 2 1** is the partner for you! We have performed millions of hours of new customer acquisition, lapsed customer re-acquisition, upgrades (**digital packages, premium channel packages, High speed internet, VoIP**), collections, customer care, and market research for the cable industry.

### Contact Center Resources:

**1 2 1** has four contact centers with over 650 employees. All of our centers have high quality, compliant outbound predictive dialing and scripting systems. **1 2 1** also has the advanced inbound switching and blended agent platform necessary for efficient support of customer care, technical support, and sales applications. All of **1 2 1**'s contact center systems are designed to facilitate cable sales campaign management, performance optimization, and back-end analysis as well as rolling direct mail fulfillment. We are leaders in segmentation strategies that improve all measures of sales and upgrade performance, and the foundation of any successful campaign is **1 2 1**'s excellence in cable marketing experience and contact center execution.

### 1 2 1 Contact Center Excellence:

There are many contact center outsourcers, both domestic and offshore. What makes **1 2 1** the right one for you?

- **We know the cable, broadband, VoIP, and entertainment package marketing business.**
- We are committed to **Stronger Partnerships** with our clients and our marketing programs demonstrate that commitment.
- We help deliver **Smarter Marketing** solutions that combine our contact centers with list segmentation analytics and coordinated direct mail programs.
- We utilize extraordinary and unique management strategies that deliver consistent and outstanding program performance.

### Cable Industry Process Outsourcing Applications:

- Subscriber Acquisition
- Upgrades
- VoIP, Internet Service, and Entertainment Package Sales
- Collections/Retention
- Market Research
- Lapsed Account Acquisition
- Outbound and Inbound Agent Call Blending
- Inbound Customer Service
- Inbound DRTV Sales Support
- Direct Mail Services

### Direct Response Operations Centers:

#### Philadelphia, PA Direct Mail Center

Daily direct mail pledge fulfillment and donor acquisition mailing operations

#### Philadelphia, PA Contact Center

72 predictive outbound stations

#### Media, PA Contact Center

80 blended predictive outbound/inbound stations

#### Parkersburg, WV Contact Center

102 predictive outbound stations

#### Weston, WV Contact Center

108 predictive outbound stations

# Combining Advanced Technology with Experience and Expertise

Using state-of-the-art outbound, inbound, and blended agent contact center technologies, **1 2 1 Direct Response (1 2 1)** provides optimal efficiency in list penetration, closing ratios, average sales, average speed of answer, call abandonment rates, and talk time. Our experienced cable marketing veterans pay close attention to the set-up and management of all of your sales projects. Results are monitored and reported daily, or as needed, in order to monitor and manage optimal performance metrics. Start a dialog with 1 2 1 today.

The ability to **blend inbound and outbound** calls means that our contact center agents have the expertise to handle your sales applications efficiently and effectively. No matter how efficient and elaborate the technology may be, without old-fashioned know-how and a commitment to communicating on a one-to-one basis, program performance and marketing metrics will suffer. Combining advanced technology with creative scripting enables us to achieve the results our clients demand. Our strongest assets are our agents. They make the most of our technologies by effectively communicating our clients' message clearly, courteously, efficiently, effectively, and honestly.

## Telemarketing Excellence:

**1 2 1's** commitment to low agent to coach ratios (12:1), and intense, goal-driven management culture delivers outstanding performance for our clients. Integrated phone and mail strategies is what **1 2 1** does every day, for numerous regional and national organizations. We can help you develop innovative direct subscriber sales, service upgrade, VoIP and internet access cross-selling, collections, and market research campaigns by using professional phone representatives trained to deliver the right message, at the right time, with the right results for your organization.

## Direct Mail Integration Excellence:

**1 2 1's** Direct Mail Division is integrated into our contact center operations, enabling **1 2 1** to deliver rapid direct mail fulfillment response to daily telemarketing activities. This division provides copywriting, graphics design, and full lettershop capabilities that can react quickly to telemarketing campaign results.

## Telemarketing Compliance Excellence:

Our CEO is the past Chairman of the Board of the American Teleservices Association (ATA). **1 2 1** specializes in helping its clients comply with both federal and state teleservices regulations.



## ► Capabilities Overview:

### Brand Support

*Protecting* the "brand" of our clients while "selling" their value.

### Professionalism

*Communicating* with prospects, clients, donors, and members with high levels of integrity and professionalism.

### Productivity and Agent Blending

*Meeting* our clients' acquisition cost and campaign performance goals by blending inbound and outbound sales agents to improve productivity and responsiveness.

### Partnership

We treat each client as a partner, and are willing to share risk in a way that serves the interest of our clients, their constituents, and our firm.

### Advanced Database Management

Deploying intelligent list acquisition and database management systems to generate incremental campaign performance.

### Compliance

Advanced scripting and calling technologies allow us to be the most productive partner while helping the client comply with stringent telemarketing and charitable institution regulations.

### Direct Mail Fulfillment

**1 2 1's** integrated direct response agency assists with copy design, graphics, printing, folding, insertion, perforation, stamping and mailing services. We specialize in small to high volume mailings, including daily mailing of fulfillment, or follow-up mailers in response to daily calling results.