



### ▶ Direct Response Process Outsourcing Applications

- Direct Sales
- Up-selling and Cross-selling
- Lead Generation
- Market Research
- Donor Re-activation and Renewal
- Inbound Customer Service
- Inbound Direct Response TV sales
- Direct Mail Services
- Marketing Database Analysis

### ▶ Direct Response Operations Centers

**Philadelphia, PA Direct Mail Center**  
Daily direct mail pledge fulfillment and customer acquisition mailing operations

**Philadelphia, PA Contact Center**  
**Media, PA Contact Center**  
**Parkersburg, WV Contact Center**  
**Weston, WV Contact Center**

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## Business-to-Consumer and Business-to-Business Direct Response Services

With nearly 20 years of contact center, direct mail, and database management experience, **1 2 1 Direct Response (1 2 1)** understands the unique needs of commercial users of direct response marketing strategies. If your organization needs inbound or outbound contact center support, direct mail services, database management and segmentation analytics, or all of these combined into one integrated solution, **1 2 1** is the partner for you! Whether you need B2B or B2C lead generation, direct sales, customer care, collections, campaign performance analysis, or sales process tracking, **1 2 1's** integrated direct response solutions will help you get optimal results.

### 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 centers are designed to facilitate 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 direct response performance, but the foundation of any successful campaign is excellence in call center execution, and **1 2 1** delivers that excellence.

### 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?

- Absolute commitment to **Stronger Partnerships** with our clients, backed by agreements that spell out our goals.
- **Smarter Marketing** solutions that combine our contact centers with list segmentation analytics and coordinated direct mail programs.
- The highest coach-to-agent ratio in the industry, ensuring **optimal agent performance** and program management.
- Extraordinary and **unique management strategies** that allow us to deliver consistent and outstanding program performance that you will have to see to believe.

## Combining Advanced Technology with Experience and Expertise

Using state-of-the-art outbound and inbound contact center technologies, **1 2 1 Direct Response (1 2 1)** is able to provide optimal efficiency in list penetration, closing ratios, average sales, average speed of answer, call abandonment rates, and talk time. Close attention is paid to the set-up and management of programs, which are supported by strong hands-on supervisors. Dialing tolerances and list strategies are recommended by **1 2 1**, and finalized through consultation with our clients. Results are monitored and reported daily or as needed. Call us today to learn more about how we can help you.

As new technologies drive the contact center industry to be more efficient, cost-effective, and innovative, many agencies lose sight of the importance of the agent. 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 not be as good as they can be. Combining advanced technology with experienced agents and 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' messages clearly, courteously, efficiently, effectively, and honestly.

### Telemarketing Excellence:

**1 2 1's** commitment to high coach-to-agent ratios (12:1), and an intense, goal-driven management culture delivers outstanding performance for all of our clients. Every day, **1 2 1** focuses on integrated phone and mail strategies with excellence, for numerous regional and national organizations. We can help you develop innovative direct sales, lead generation, and market research 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 rapidly coordinate direct mail fulfillment response with daily telemarketing activities. This division provides copywriting, graphics design, and full lettershop capabilities that react quickly to telemarketing campaign results.

### Telemarketing Compliance Excellence:

Our CEO is the past Chairman of the Board of the American Teleservices Association (ATA). The ATA is the largest organization in the U.S. dedicated to teleservices excellence, including the facilitation of regulatory compliance. **1 2 1** specializes in helping its clients comply with both federal and state teleservices regulations.



## ► 1 2 1 Promises

### **Brand Integrity**

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

### **Professionalism**

*Communicating* with prospects and clients with the highest level of integrity.

### **Productivity**

*Meeting* our clients' acquisition cost and campaign performance goals.

### **Partnership**

*Respecting* each client as a partner, with a willingness 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**

*Utilizing* advanced scripting and calling technologies to create the most productive partnerships, while helping clients to comply with stringent telemarketing regulations.

### **Direct Mail Fulfillment**

*Assisting* clients with copy design, graphics, printing, folding, insertion, perforation, stamping, and mailing services.

*Specializing* in small- to high-volume mailings, including the daily mailing of fulfillment or follow-up mailers in response to daily calling activities.