



Contact Center Solutions For Marketing and Customer Care Challenges

With nearly 20 years of contact center outsourcing experience, **1 2 1 Direct Response (1 2 1)** understands the unique needs of our nonprofit and commercial clients. Whether using the telephone channel for fundraising, donor acquisition, donor re-activation, donor renewal, B2B or B2C lead generation, direct sales, customer care, collections, campaign performance analysis, or sales process tracking, **1 2 1** is here to provide you with **Stronger Partnerships and Smarter Marketing!**

▶ Contact Center Outsourcing Applications

- Sales
- Fundraising
- Lead Generation
- Donor Re-activation and Renewal
- Inbound Customer Service
- Inbound Direct Response TV sales

▶ Contact Center Operations

Philadelphia, PA

Media, PA

Parkersburg, WV

Weston, WV

Corporate Headquarters

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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 an 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. **1 2 1** leads the way in segmentation strategies that improve all measures of direct response performance, but the foundation of any successful campaign is excellence in call center execution. **1 2 1** delivers that excellence on time and on budget with measurable, guaranteed results. Let us show you how!

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** that combines contact center solutions 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** 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. Ready to learn how **1 2 1** can create and enhance your direct response solutions? 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 prove ineffective. 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. Let us show you how!

Telemarketing and Telefundraising 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. **1 2 1** can help you develop innovative sales, lead generation, market research, and fundraising campaigns by using professional phone representatives, trained to deliver the right message, at the right time, with the right results for your organization. Let us show you how!

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 contact center activities for numerous regional and national organizations. This division provides copywriting, graphics design, and full lettershop capabilities that react quickly to telemarketing campaign results. Let us show you how!

Telemarketing Compliance Excellence:

Our CEO is the past Chairman of the Board of Directors 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 donors, members, clients, and prospects with the highest level of integrity.

Productivity

Meeting our clients' contribution and acquisition cost 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 acquisition list and database management systems to generate incremental donor and member participation.

Compliance

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