

Success not out of bounds by Nayomi Prince

We all know that the public are an impatient bunch, and they're even more impatient when it comes to answering the phone to a telesales person.

A recent on-line survey conducted by training consultancy, dancing lion in to consumer purchasing preferences finds that nearly 60% of the public contacted by telesales people don't wish to be. In addition, 75% dislike callers ringing after 6pm.

Speaking on the back of the results, Steve Shellabear, principal consultant at dancing lion, comments that: 'The difference between how a company is perceived by the customer is not only down to timing, but also the proposition and, often most importantly, the ability of the communicator.'

Despite the findings, outbound telesales remain a cost-effective, proactive and efficient sales and marketing approach with customers, he says.

And it's not only dancing lion that's interested in all things outbound. Call centre and CRM consultancy Newbury Group has just released a white paper entitled Outbound Essentials, which offers up a detailed guide for companies looking for successful outbound techniques.

According to Newbury Group, the biggest obstacle facing companies using the outbound calling method is with the management side of their operation.

'There are insufficient managers with real knowledge and experience', says Ian Rawlins, director of Newbury Group.

Emphasising the importance for a well trained and motivated management team, the report also details the need to recruit agents with the right personal attributes for outbound work.

Getting the targeting and quality of data right to gain maximum impact and avoid any wastage is among the key points suggested for successful outbound operations too.

If you are currently operating in the outbound market or looking to enter it, you can obtain a copy of Newbury Group's white paper for free. Simply contact Ian Rawlins on: ian.rawlins@btinternet.com.

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