

Telemarketing Service 電話行銷服務

A one-stop telemarketing solution

提供一站式的電話服務中心，省時、省力、更見成效

Introduction 簡介

To succeed in selling products and/ or services, it is essential to firstly identify the right market, the professional telemarketing service can directly convey the information of your products and/or services to target customers while facilitating better customer relationships and boosting sales.

News Power's 4000sq. feet office houses has our hi-tech call center for telemarketing services. Our team of experienced, trained telemarketers provide non-stop sales momentum and customer service, while seeking out any potential business opportunities for your company. News Power has adopted the latest Avaya-telecommunications system that guarantees our clients ultimate reliability and support for all telemarketing and IVRS programmes. For more details, please visit www.NewsPower.com.hk or contact us at (852) 2332 6218.

現今社會，要成功地銷售產品/服務，必須要認定目標顧客，增加直銷網絡，利用專業的電話行銷服務，能直接地將產品/服務訊息傳達給目標顧客，並主動建立客戶網絡及增加銷售。

News Power 採用世界知名的 AVAYA 電話系統，在我們近四千尺的電話中心，提供高科技及全面的電話行銷方案，同時更配備互動語音系統。專業的電話行銷人員，日以繼夜地為貴公司提供源源不絕的銷售動力、客戶服務及提高企業形象，有關詳情，請瀏覽 www.NewsPower.com.hk 或致電 (852) 2332 6218 查詢。

Strengths 服務優點

- Increase sales efficiency
促進營銷效率
- Create new business opportunities to broaden your market
增加商業機會
- Flexible job capacity to fit with your requirement
靈活處理各類規模的電話行銷活動
- Combine professional staff with cutting-edge communication technology
提供專業人員及先進通訊設備
- Enhance the quality of your customer service
提昇客戶服務質素
- Minimize operating costs, saving you time and money
減低營運開支
- Monitor progress with comprehensive operation reports
完善工作報告
- Day and night IVRS service to broadcast your messages
24小時互動語音系統為您傳送訊息
- Flexible to take account of the services
計算靈活，可以項目計算或按時期計算
- Thorough database support
提供完善的資料庫服務



Telemarketing Service 電話行銷服務

In/Outbound Call - Hotline Support - Data Leasing - CRM

➤ Scope of Service 服務內容

➤ Call Centre 電話服務中心

- Outbound Telemarketing & Telesales 電話行銷
- Inbound Telemarketing & Call Handling 電話代接
- Customer Inquiry & Hotline Support 查詢/支援熱線
- Membership Registration 會員登記
- Appointment Scheduling 顧客約會
- Order Taking and Processing 訂單處理
- Issue Payment Reminders on Outstanding Accounts 帳單通知及查詢
- Telephone / Fax Line Facilities Rental 電話線 / 傳真線租用

Seminar Invitation & RSVP 講座邀請及登記

- Target Customer / Seminar Goer Recruitment 目標顧客 / 講座出席者招募
- Telemarketing Service and R.S.V.P. 電話邀約及登記服務
- Event and Seminar Arrangement 活動及研討會安排
- Venue Setup 場地佈置
- Press Invitation 傳媒邀請
- Seminar Evaluation 講座評估

➤ Direct Marketing Centre 直效行銷中心

- Name List Leasing 營銷名單租用
- Direct Mailing & Letter Shop 直接郵件
- Email & Fax Distribution 傳真/電郵發送

➤ Customer Relationship Management 客戶關係管理

- In/Outbound Telemarketing 對內/外電話服務
- Logistics Management 物流管理
- Customer Database Set-up 數據庫建立
- Integration and Cleaning 資料整合及清理

➤ Research Centre 市場調查中心

- Market Research & Surveys 市場調查
- Telephone Interviews 電話訪問
- Questionnaire Design 問卷設計

➤ Virtual Business Centre 虛擬商務中心

- Secretarial Service 秘書專線
- Virtual Sales Team 虛擬行銷隊伍

➤ Interactive Voice Respond System 互動語音系統

