

# Solutions for Every Stage of the Customer Journey



Our Televerde methodology unifies marketing, sales, and customer care to deliver an end-to-end omnichannel experience that is scalable, repeatable, and predictable. We deliver pipeline, revenue as a service, lead generation as a service, and customer experience expertise with human connections, best-in-class technology, and an operating model that is resilient to shifting market conditions.

We believe in using the best call center practices, customer service values, and people to fuel consistent results for every customer lifecycle stage. To serve our customers we have a fully integrated approach that enables us to support a large strategic need, or to fill in a gap to support our customers' needs across marketing, sales, and customer service.

Our unique approach, business model, best practices and integrated solution has enabled us to deliver \$65B+ in pipeline and \$14B+ in revenue creation for our customers and counting.



**Target Market**



**Generate/  
Qualify  
Meetings**



**Convert Pipeline**



**Accelerate Sales**



**Increase Wins**



**Customer Service**



**Customer Retention**



**Customer Growth**

**1**

## Marketing

Holistic Marketing Services to Drive Your Business Forward

Audience and Market Insights  
Demand Generation

**2**

## Sales

Drive Processes for Dynamic Sales

Sales Qualification & Development  
Win/Loss Management & Analysis

**3**

## Customer Experience

Invest in Your Customers' Potential

Onboarding & Adoption  
Advocacy, Loyalty & Referral  
Customer Care  
Program Analysis & Optimization

## Audience & Market Insights

### **Market Analysis & Survey Services**

We help identify your market's opportunities, competitive landscape, and potential threats. Our best practice survey strategies and targeted insights help to arm you with the information you need to penetrate markets or accounts and bring your products/solutions to market.

### **Contact Acquisition & Validation**

One of the critical keys to success of any marketing program is ensuring that the market is appropriate and the contact information is accurate. We help solve data quality issues by validating your contact data, appending existing contact lists or establishing new account and contact lists for your desired market.

### **Data Sourcing & Market Insights**

Our team performs research and data analysis to bring market insights and new business opportunities to light. You will be armed with real-time customer input to inform your strategy, saving you valuable time and money while accelerating the path to revenue.

### **Functional Role-Based Contacts**

For direct mail and other highly targeted campaigns, getting your message to the right contact is imperative. We identify the key contact(s) responsible for a specific area within an organization by reaching out to accounts, identifying contacts in relevant roles and confirming their contact information.

## Demand Generation

### **Qualified Meeting Generation**

Our turnkey B2B lead generation services engage your audience across multiple channels and generate qualified leads to position your sales team for higher conversion rates to pipeline. Our experienced team of agents identify and nurture best-fit prospects and provide your marketing and sales teams with high-caliber contacts that are in your ideal target. We build the right demand to feed your pipeline and revenue goals.

### **Partner Program Enablement**

Capture more value from your indirect sales channels and gain an end to end view of your partner programs. We support your partners with highly qualified leads, ensure alignment during the early to middle stages of the deal cycle, and give you greater visibility into your return on investment for your market development fund spend.

### **Partner Support**

We specialize in partner enablement, providing partner helpdesk services and tier 1 tech support to your partner network. We help to ensure that your partners are fully supported and have access to all the resources they need to be effective.

### **Lead Qualification**

Set your sales team up for success and optimize your marketing investment by sending your digital qualified leads for prequalification before they go to sales. We ensure accountability by providing dispositions on every record to give you insight into what you're getting from your team and agency partners and so you can be confident that all leads are aligned to your sales objectives and ideal lead criteria.

### **Chat Management**

Engage warm leads in real time. Our integrated chat management strategy helps you create and iterate bot-powered, human-supported live chat resources to convert your audience's live discovery into business opportunity.

#### Marketing

Increase revenue using our data-powered global marketing strategy to generate ideal leads and improve customer lifetime value. We solve targeting, interaction, and revenue challenges in the customer journey for clients that want to create more valuable sales cycles. Want to improve your marketing program?

We have customizable solutions for your needs.

## Sales Qualification & Development

### Sales

# 2

Increase revenue growth by streamlining your sales operations. Our powerful sales outsourcing solutions target your ideal customer persona, generate high-quality leads, manage costly administrative hassle, and optimize conversions.

We make selling easier. Want to improve your sales process? Learn how we can help.

### **Inside Sales Representatives**

Our highly skilled and experienced inside sales representatives help sell your products and services to your target prospects. We help you seek out new clients, understand their needs and make effective sales pitches. Our ISRs can help close deals or further nurture a customer or prospect until they are ready to make a purchase.

### **Account-Based Sales Strategy & Execution**

We use account-specific insights and engagement to penetrate new accounts and drive growth in existing accounts. We directly align sales development representatives to your top accounts, supporting your account executives and helping your team to build relationships, identify opportunities and increase pipeline velocity. Our team will help you better understand how to market to your top accounts with relevant, valuable messaging, and which accounts to target at scale.

### **Business Development Representatives**

Our experienced team identifies, qualifies, and develops leads, supporting your sales team through the early to middle stages of the sales cycle. We help to ensure that leads are fully utilized and that your pipeline progresses, so you see maximum impact on your sales funnel.

### **Customer Retention Programs**

Keep your customers around for the long run. We design programs for existing customers that drive loyalty, advocacy, and revenue growth. Our customer retention services encourage healthy business relationships that benefit both you and your clients.

## Win/Loss Management & Analysis

### **Root Cause Analysis**

Identify issues at their core and reduce churn without losing momentum. We manage your win/loss analysis to discover common issues which help you solve harmful problems, and formulate data-backed solutions. We survey your prospects or customers to gain detailed, real-time insight into their purchasing decisions.

### **Loss Reengagement Strategy**

Stay top-of-mind, build on established relationships, and position your business to earn a future win. Our loss reengagement program follows on the heels of win/loss analysis to help you develop a system to minimize losses and seed future growth.

## Onboarding & Adoption

### **Onboarding Experience Management**

Our customer onboarding specialists prioritize CX in our customer onboarding services to encourage loyalty, increase utilization, improve the likelihood of referral opportunity, and mitigate churn.

## Advocacy, Loyalty & Referral

### **Brand Loyalty & Customer Insights**

Maximizing the lifetime value of the customer is critical to long-term success. Timely responses to customer questions and needs are essential in building successful and valuable customer relationships. Our customer success teams interact with different stakeholders, narrowing down pain points and delivering the intelligence and insights they gather to your team.

## Customer Care

### Customer Experience

3

We provide customer service, customer care and customer support outsourcing services to help you reduce costs, improve customer service KPIs, deepen customer relationships, and ensure your customers have a positive experience with your brand while reducing customer churn.

With an average tenure of 4.5 years, our customer care experts are in it for the long haul. They will become true extensions of your customerfacing teams, providing the same quality of service you expect from your own team.

### Customer Service

Our customer service centers provide omnichannel customer service, meeting your customers where they are. Our highly trained call center staff provides global, multi-lingual inbound call center services. We can also provide call routing in order to get the right internal staff member connected to a lead, if needed.

### Order Processing

We can help you process customer orders faster and with greater efficiency. This will allow your company to stay ahead of the competition, ensure a superior customer experience, and provide long term value by reducing hiring and training costs.

### Extended Support

We supplement your existing support operations. Our agents become an extension of your support team, delivering superior support and a consistent experience that meets customer expectations.

### Customer Winback

Give former customers a fresh look at your company with our customer winback services. Our highly trained agents can help identify the current needs of lost customers, transfer wellqualified leads to your sales team to close, and welcome back returning customers.

### Appointment & Reservation Services

Our reservation and appointment setting services deliver seamless communication with prospects and clients looking to make or confirm their reservations to your company's events or appointments with your team.

### Tier 1 Tech Support

Our skilled, knowledgeable agents provide informed, empathetic, and timely support, ensuring a positive customer support experience, helping to increase customer success and helping you to improve first-call resolution.

## Program Analysis & Optimization

### Program Performance Reporting

We measure your program's efficacy across numerous metrics, monitoring the data within the program and identifying what is working and what is not. We help you to evaluate performance and adjust active programs as necessary. Our performance reports help you to know where your resources are best focused so you can align your actions with your goals.

Ready for the future of the customer journey?  
[Get in touch](#) with us today.

