

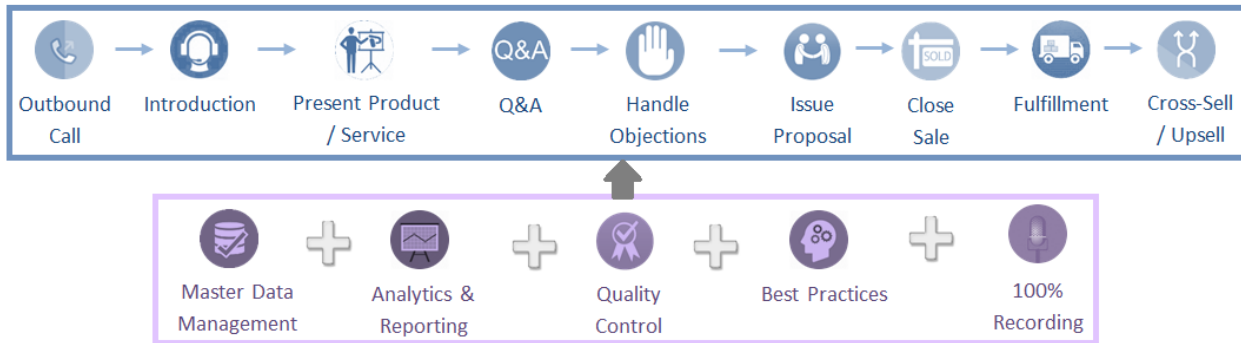


Business Support Services > Contact Center > Outbound Sales

KGiSL provides outbound contact center services to some of the leading companies in the world. Outbound sales services are based on superior product and industry knowledge garnered over the years of experience gained in the offshore contact center services industry.

KGiSL's state-of-art high-tech infrastructure, highly efficient talent pool and technology platforms helps provide efficient and effective contact center support customized for clients. Services are customized around the client's specific needs and deliver highest quality service without sacrificing speed and efficiency.

KGiSL delivers measurable results in both B2B and B2C campaigns. Outbound Contact Center Services primarily focuses on helping client's expand business, attain business objectives and to maximize profits. Qualified Agents with extensive and relevant expertise in outbound sales call handling ensures results. KGiSL inbound Contact Center infrastructure and company policies offer complete transparency in operations.



Lower costs, raise productivity and arm your platform with KGiSL Contact Center operational capacity

KGiSL provides contact center services either from within your existing technology platform or our own in-house CRM system and workflow, integrating both teams to provide support and flexibility needed to keep costs down and to maximize capacity. Contact Center Agents fully trained in all relevant aspects of client's business ensure high quality of service. KGiSL functions as an extension of client's process and offers full suite of pre-sales and sales process support.

Some of the benefits of outsourcing inbound contact center to the KGiSL include:

- All contact center agents work according to client's time zone
- World class infrastructure and leading technology platform
- 100% call recording
- Experience in different industries and projects
- Multiple channel support (email, web, phone, chat etc.) enabling customer choice
- Easily scalable operations with instant access to pool of expert agents
- Automated & robust Work Force Management System, Production & Quality management Systems
- Real time Dashboard and MIS with Analytics driven approach to sales and service

KGiSL works with clients to create customized solutions that increase customer satisfaction, sales and profit potential. Please contact us for more information about our Contact Center Services.

CASE STUDY: SALES CHANNEL - OUTBOUND

Client Profile:

Our customer is a leading telecommunications company based out of Canada providing home phone (wireline) service, long-distance telephone service and Internet access service.

The Mandate:

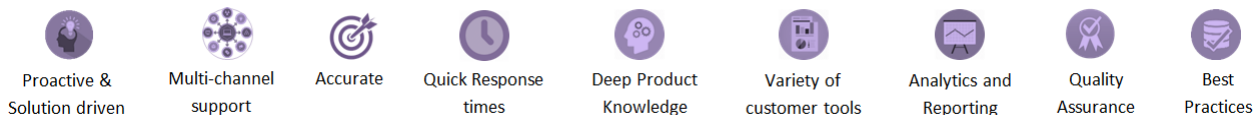
The client wanted to increase their existing customer base with the help of outbound sales calling services. In order to achieve their objective, client outsourced outbound contact center services to KGiSL, with an emphasis to drive their sales process.

How we help this client?

- ☞ Our team understood the client's requirements, and after discussing with the client, performed a test run to study results. Through test runs, KGiSL helped the client identify what was successful at each step of the selling process and developed a new contact strategy and sales dialogue.
- ☞ The contact strategy included identification of right segments to call, when to call and the number of times to call each prospect
- ☞ KGiSL deployed a dedicated team of sales agents, with the required experience to handle outbound sales calls.
- ☞ The team was provided with extensive training, to ensure that client's objectives are met
- ☞ The outbound contact center agents educate prospects about the key features of our client services and the benefits
- ☞ Team at KGiSL identify prospects interested in client services and help them with an immediate registration

The Result:

- ☞ With the agents projecting client's unique value propositions and handling queries efficiently the sales profits increased
- ☞ Outbound sales agents performed consultative conversations that improved potential customer engagement
- ☞ Each agent was able to secure at least 2 to 4 sales per day, a number which exceeded our client's expectations



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KG Contact Center Services

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