

Prospect profile using a life-style survey

Client Profile

A Direct Marketing Company in UK that provides consumer and business data, sales leads & lists, telemarketing & e-marketing services and database marketing and related management services.

Campaign Requirement

- The Client wanted to conduct surveys of households to create a database on lifestyle of people in UK with respect to their shopping, charity, leisure, smoking, financial and demographic profile. The questionnaire had over 100 questions and the interview required 25 minutes.

InteliMinds bpo Solution

- InteliMinds bpo completed about 75,000 surveys for over a period of three months with trained associates using CATI process.

Results

- The Client could get the process done in India at a significantly lower cost as compared to UK call centers. The number of rejected surveys was well below the SLAs.

For more information on our services, customized solutions or for a quotation, please contact:

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