

sales & marketing support

Get the most value from your customer base. **Identify** and begin a conversation with your most promising prospects. **Drive demand** for your products through the channel. **Retain, renew, or win back** your customers. **Synergize** all of your marketing efforts and make them more effective.

Achieve your business goals with targeted marketing solutions

Whatever your objectives, our experienced marketing team can help you develop integrated sales and marketing solutions that support the entire customer life cycle. Choose from our proven multi-channel programs or design your own from our full line of marketing services.

MULTI-CHANNEL PROGRAMS

TRAFX Lead Nurturing Program. TRAFX integrates marketing analytics and multi-channel marketing to efficiently target, create a dialogue, and convert a higher percentage of your prospects to customers. Steps include:

- Our analytics team creates predictive models using previous interactions, marketing program responses, and available market data. A score indicating the level of marketing effort is assigned to each prospect record.
- Incorporating analytics and market research, our creative and production specialists develop and modify direct marketing vehicles, merging copy and artwork with variable data.
- Ongoing prospect interactions refine the data, which is analyzed and applied to improve response and sales in future marketing efforts.

- Leads are delivered to your sales team or channel partners; real-time, web-based reporting tools let you see program status any time, online.

TRAXion, a turnkey demand generation program, focuses on product education and sales enablement. The overall goal of this program is to position and strengthen your product's mind share among your channel partners. By integrating expert contact center agents with targeted direct mail and online communications, TRAXion increases your company's product awareness, sales, and ultimately, revenue through the channel.

STRATEGIC SOLUTIONS

Choose a few of our services or use them all — your Concentrix account manager will help you design and manage your programs to best meet your business and marketing objectives.

Strategic campaign planning gets your program off to a great start with needs assessment, campaign design, and strategy assistance

Marketing analytics — predictive modeling, data scoring, and trending analysis can fine-tune your communications, guide your creative development, and improve your results

For more information on how to maximize your success with integrated call center and marketing services, call **Concentrix** at **1.800.747.0583** today.

Contact center services — our inbound and outbound support center qualifies leads, educates prospects, follows up on campaigns, and processes customer orders via voice and online

Creative development — our experienced creative team can help you design breakthrough, data-driven web- or print-based marketing communications and campaigns

Print and Web-based production and management — to assure that reality matches your vision, Concentrix print and web experts will coordinate, produce, and deploy marketing materials for your campaign

IMPAX online — quickly order and personalize digitally printed marketing materials anytime, anywhere through your branded IMPAX Web portal

