



Ohio Valley Chapter Newsletter

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In This Issue

- Good for direct mail... good for telemarketing
- ATA Ohio Valley to hold regulatory compliance event in New Albany, Ohio
- ATA Ohio Valley Best Contact Center Incentive Contest Event a Success

Good for direct mail... good for telemarketing

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Scenario: You are a Manager of Marketing for a retail company and you have a \$1 million budget for your marketing plan. You decide you want to spend 20 percent of that million on a direct mail campaign targeted toward previous customers of your company.

That sounds simple. You have a database full of customer information from previous customer purchases; you can even personalize your mailings to what each customer has purchased in the past. After designing the direct mail piece you send the artwork along with your customer database information to the print company. They print the direct mail pieces, and send it off to your targeted customers. Now you get to sit back, relax, and enjoy the return on your investment.

But wait... You knew there was a catch. What if a portion of the customers in your database no longer live in the same house, city, or even the same state? You just spent time and money trying to market to those people, and now they won't receive the message. Depending on the delivery level you chose, the mail piece will be left with the current resident, forwarded, or destroyed. Did you know the USPS is the largest recycler in the US? Yes, if the postal carrier cannot determine the needed recipient of the direct mail piece, it gets recycled.

Did you know, according to the USPS, only 53 percent of movers give notice to the NCOA (National Change of Address) that they will be changing addresses? That means 47 percent of your customers who moved since you last updated your database will not receive the message. You shouldn't depend on only the USPS change of address services to update your database of customers and prospects.

Over time, customer and prospect data can drastically change. Aside from moving their residence, a customer could get married or divorced which might result in the change of last names. This can make locating your customer base increasingly difficult without the proper database maintenance.

The customer database your company has been collecting has grown outdated and needs to be optimized. You don't need a calculator to do the math. It is important that you improve the accuracy and effectiveness of your direct marketing in order to increase response rates.

Trigger data is one mechanism for improving marketing performance but

before any data mining marketing activity occurs, you need to ensure your database is kept up-to-date. It sounds like a given, but as a consumer, think how often you receive phone calls or mail pieces that are intended for someone other than you, someone who doesn't even live in your household.

Most direct mail campaigns include routine data or delivery processing such as CASS, DPV, and NCOA; but what about telemarketing campaigns? Most telemarketing files are routinely processed for DNC regulation and compliance. Telemarketing firms are usually just concerned about complying with DNC; National, State, or Internal, but what about going one step further? By using the proper hygiene processes, telemarketing efforts can be improved by matching the current database name, address, and phone number to existing data warehouses that keep the most up to date residential listings.

Due to DNC legislation, most telemarketers are desperate for the most calling material they can use, sometimes without regard to whether the numbers are even live residential numbers. Continuous hygiene processing of calling files can give an immediate boost to contact, presentation, and even sales rates. Depending on the type of call and service being offered, knowing the name and address of the household you are calling can help improve the presentation (i.e. "many families in the Dublin area have used our service") and increase accuracy for closing the sale (i.e. "ok, we show you are at 125 Main Street, correct?") If the telemarketing files are being used by home agents, field personnel or branch managers, reducing the amount of disconnected phones numbers within the file can definitely decrease frustration and improve the whole calling process.

The future is going to bring even more challenges to running effective direct marketing campaigns. Gone are the days where the same files are used without any additional processing done to them. Increasing campaign effectiveness will come to companies that can pair common processes with additional hygiene oriented improvements to files prior to their use.



James A. Freiberg is Vice President of Business Development at Speedeon Data LLC. We are very proud of the customer relationships we are building within the telemarketing industry. Our success has been driven by a consultative role in helping telemarketers improve connect, contact, presentation, and sale rates based on continual improvement of list accuracy and data streams.

Call 866-647-9219 to talk further or e-mail Jim at jfreiberg@speedeondata.com. I would love to hear your thoughts or comments.

ATA Ohio Valley Chapter to hold regulatory compliance event in New Albany, Ohio in October

On Thursday, October 21, the Ohio Valley Chapter of the American Teleservices Association (ATA) will hold an event focused on how teleservices organizations can better understand today's legislative climate as it pertains to

contact center compliance. The event will be held at the law offices of MacMurray, Petersen and Shuster in New Albany.

The event, titled “ATA Connects,” will also show contact center practitioners how they can better connect with state and local government officials to promote the benefits of their business and the industry. In addition, there will be discussion on the hot topic of data security. In the ever-changing world of contact center compliance and regulation, staying educated can be the key to an organization’s success.

Speaking at the event will be Michael Milgrom, Staff Attorney for Federal Trade Commission East Central Region; Douglas Lumpkin, Director of Ohio Job & Family Services; John Stanovcak of TeleDevelopment, the President of the ATA’s Ohio Valley Chapter; and Michele Shuster of MacMurray, Petersen and Shuster, one of the foremost authorities on contact center compliance.

To register for this event or for more information, please visit <http://www.ataconnect.org/public/chapters/ohio-valley>.

The event will be sponsored by Speedeon Data, NobelBiz, Interior Concepts, Interactive Intelligence, CompliancePoint and SmartFile.

ATA Ohio Valley Best Contact Center Incentive Contest Event a Success

On July 20, the Ohio Valley Chapter of the American Teleservices Association, held its second annual Best Contact Center Incentive Contest at The University of Akron’s Taylor Institute for Direct Marketing. The event is designed as a forum for organizations to share best practices in incentive contests for motivating and inspiring contact center agents to produce outstanding results.

More than 20 different presentations were delivered in six categories, including: Inbound Sales Program, Up-Sell and/or Cross-sell on an Inbound Program, Outbound Telemarketing, Selling on a Customer Service Call, Collections, and Quality. Presenters had 10 minutes to give the background and details of the contest, and show how much impact the contest had on the desired business metrics.

A panel of four industry expert judges had the difficult task of rating each presentation to determine the winners.

Winners in each category were:

- Inbound Sales Program – Affinion Group
- Up-Sell and/or Cross-sell on an Inbound Program - Ameridial
- Outbound Telemarketing – InfoCision Management Corporation
- Selling on a Customer Service Call – The Hartville Group
- Collections – Escallate
- Quality – Allstate

The event was free for all attendees thanks to the generous donations of sponsors Nobel Biz, Speedeon Data, Interior Concepts and InfoCision Management Corporation. In all, about 75 people attended.

To view photos from the event, please [click here](#).

**The ATA Ohio Valley Chapter Newsletter is
sponsored by:**



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