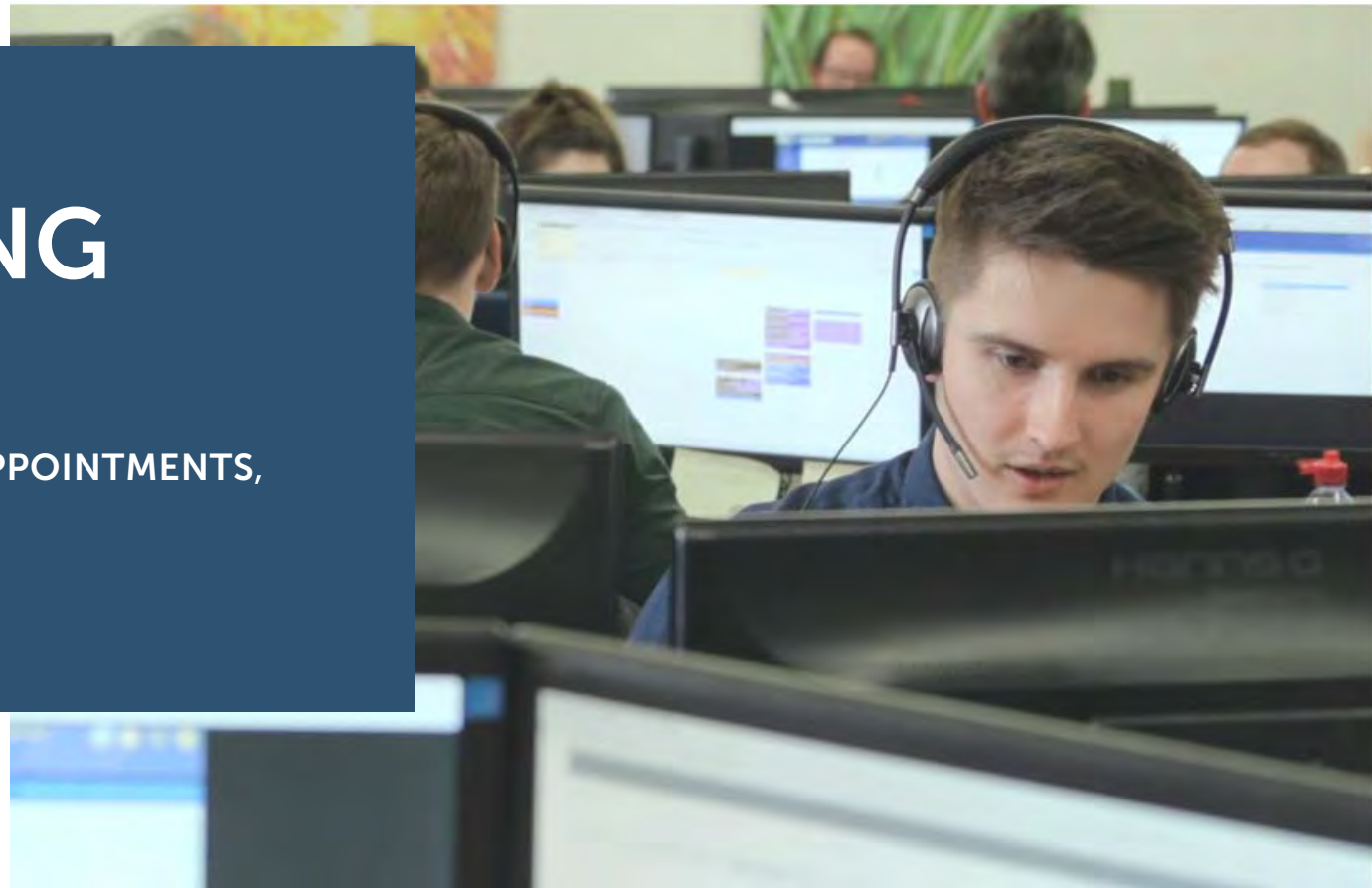


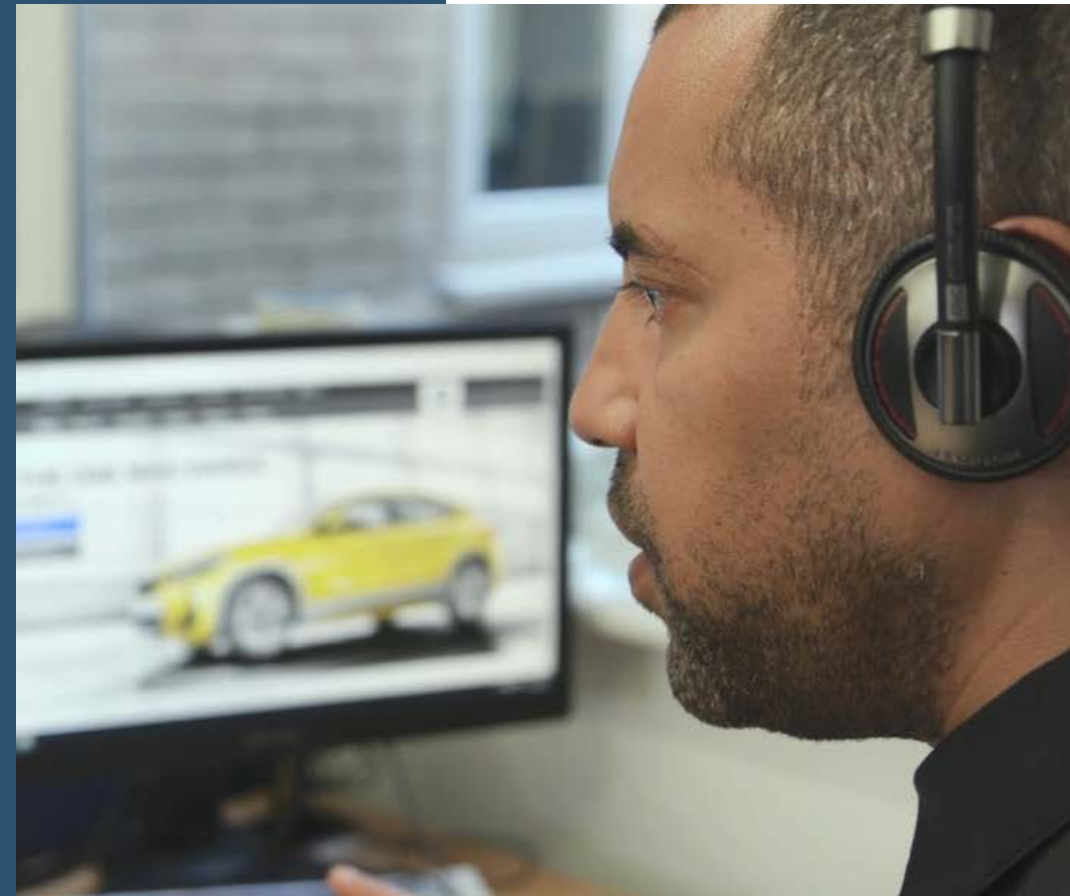
TELEMARKETING OVERVIEW

DELIVERING HIGH-QUALITY LEADS, APPOINTMENTS,
SALES AND RESEARCH SINCE 1990



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■ Company Profile

Founded in 1990, The Telemarketing Company is one of the UK's leading voice contact specialists, dedicated to harnessing the power of voice to drive impactful engagement.

With 220 seats across our telemarketing, research, and inbound divisions, we provide scalable, multilingual telephone-based services to clients worldwide. We are a mid-size agency with the agility to deliver even the most challenging of programmes for our clients, who range from enterprise-scale organisations to SMEs and fast-growth, funded start-ups.

384,828
sales, leads and
appointments delivered on
average each year

The company is authorised by the Financial Conduct Authority, holds Investors in People Silver Standard, ISO 9001 and ISO 27001 accreditations and is a member of the Direct Marketing Association. We are an authorised training centre for the Institute of Sales Management and Company Partner to the Market Research Society.



Our Approach

We are a flexible and collaborative agency that can quickly shape bespoke solutions with agility and hands-on focus to deliver better results faster, without compromising quality.

We take pride in our ability to accommodate the complex, diverse and changing requirements of our clients, many of whom are industry-leading organisations working in regulated industries.

We do not believe in a one-size-fits-all approach but take great pains to understand each client's unique requirements. We tailor solutions that exploit every opportunity on their behalf and add value for the long-term.

100+

agents, trained to
ISM Level 2

120+

client testimonials

Our Accreditations



Corporate member



■ Why Choose Us?

When working with us you will benefit from:



PROVEN TRACK RECORD

384,828 sales, leads and appointments delivered on average each year.

120+ client testimonials.

90% repeat business.

Average client tenure of four years.



MATURE, FULLY SALARIED TELEMARKETING AGENTS

100+ agents, trained to ISM Level 2.

Average age 36, average tenure 31 months.

Multilingual capabilities – 25+ languages.



PROFESSIONAL STANDARDS COMPLIANCE

FCA authorised.

ICO & DMA registered.

ISO 27001 & ISO 9001 accredited.

Investors in People Silver Standard.

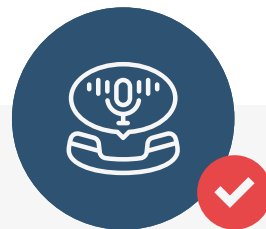
■ Why Choose Us?



REAL-TIME REPORTING AND ANALYTICS

Real-time access to performance data through our client portal.

Proprietary calling system offering depth and breadth of analytics.



BLANKET CALL RECORDINGS

Visibility of your team's performance.

Verified lead quality.

Actionable prospect insight.



DATA & RESEARCH SERVICES

Dedicated research arm, TTM Research.

English language and multilingual CATI-based research.

Data cleansing and enrichment.

Why Telemarketing?

Standalone or integrated within an omnichannel approach, voice contact adds value in many ways. Whether providing caring, responsive customer support, delivering high-performance lead generation, or complex inside sales, it expands reach, deepens customer engagement, and fuels revenue growth.

It stands out from other channels because it is:

- ✓ **DISRUPTIVE**
It can be a positive 'disruptive' force, taking you directly to prospects with the highest potential value, those not easily reached through other channels.
- ✓ **PERSONAL**
The human touch fosters warmth and reassurance in customer interactions, forging authentic connections vital to high-value sales and enhanced customer care.
- ✓ **PERSUASIVE**
Live, two-way conversations breathe life into your proposition, captivating, and persuading, increasing conversion and accelerating sales.
- ✓ **COST EFFECTIVE**
Phone-based qualification draws on real, accurate prospect insight to close the gap between early stage leads and revenue generating opportunities and increase conversion.
- ✓ **AGILE**
An exceptionally flexible approach, it can adapt, scale, and evolve to consistently add value at any stage of the sales and marketing process.
- ✓ **RESPONSIVE**
On a live call, human agents can drill down to fully understand requirements and deliver prompt, tailored responses to sales enquiries and support issues.
- ✓ **INSIGHTFUL**
Dynamic conversations capture valuable insights into the interests and needs of your target audience to feed strategy and increase conversion.
- ✓ **TARGETABLE AND MEASURABLE**
A data-led channel, telemarketing can be strategically targeted to get the greatest return and is highly measurable, so you have a clear view of return on investment (ROI).

Our Telemarketing Services

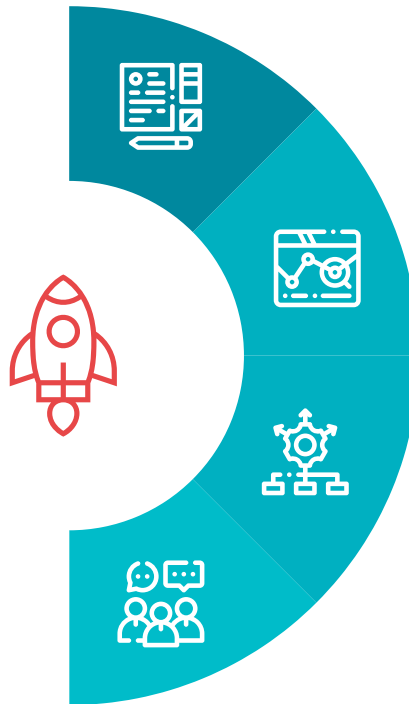
Outbound	Inbound	Customer Insight	Data
Lead Generation / Appointment Setting	Call Handling / Claims Handling	Prospect & Customer Insight	Data Cleansing
Lead Qualification / Nurture	Lead Management	Market & Competitor Intelligence	Data Enrichment
Outsourced SDRs	Product Recall	Voice of Customer Surveys	Email Opt-Ins
Telesales / Inside Sales	Multilingual Services / Native language speakers We provide our full range of services in 25+ native languages, covering EMEA, APAC and Rest of the World audiences, from pre-sales research and data services to lead generation and nurture, right through to full telesales/inside sales.	Customer Satisfaction / Treating Customers Fairly	CATI Specialists High-quality English language and multilingual Market Research and Data Services from a Market Research Company Partner
Account Based Marketing		Net Promoter Score	
Event Marketing		Mystery Shop	



■ Programme Launch & Onboarding

Outsourcing the vital sales and marketing activities of your business to an external agency can be daunting. Our robust onboarding framework guides you securely and painlessly through the process to the launch of your programme. We work with you from initial engagement, through to set up and delivery, to devise the right approach for your specific requirements, always looking wherever we can to drive up ROI.

Launching a successful programme to create demand depends on 4 key elements



1. The Telemarketing Brief
2. Data
3. Marketing Integration
4. Team Briefing Session

1. The Telemarketing Brief

Our structured brief template underpins everything we do, providing the critical information we need to represent your brand and proposition in market and deliver great results.

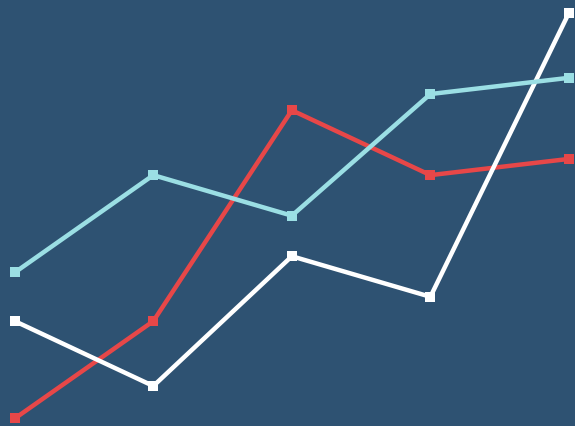
In addition, a technical briefing template documents any requirements around tools, systems or processes you use that need to be integrated to support the programme.



2. Data

Data is the starting point for any engagement and careful selection is critical. We can either work with a database you provide, competitively source prospect data on your behalf or work with a combination of datasets and data streams. Where appropriate, we also work with sales intelligence platforms such as Cognism.

Data quality can have a huge impact on the performance of a campaign. If data quality is identified as an issue we can advise on the best option, whether an automatic data append through a third party or using our own research team to build out and verify incomplete data or create a fresh, focused list with opt-in email addresses.



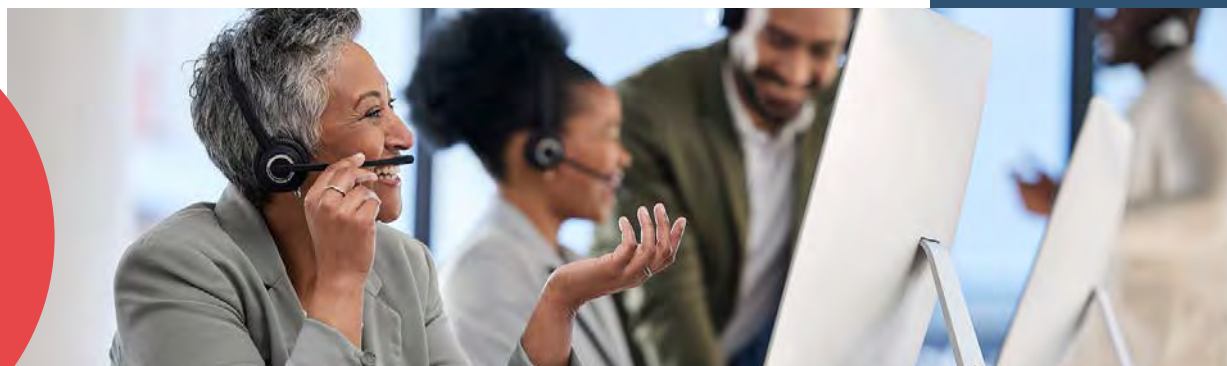
90%
repeat business
Average client tenure
4 years

3. Marketing & Integration

When integrated with other channels, telemarketing can increase the overall return from investment by extending reach, nurturing pipeline leads and using the persuasive powers of voice to drive action and conversion.

We will work with you to understand where voice contact best fits into your overall marketing strategy. This not only ensures our agents are 'on message' but allows us to structure calls to work efficiently with other channels and apply telemarketing at the right points in the customer journey to get the greatest return.

120+
client testimonials



Nurturing prospects over multiple calls is our specialism; a process which is underpinned by the intelligent use and follow up of digital and physical content and collateral. We will work closely with you to ensure the calling team has whatever literature or fulfilment materials may be required.

4. Team Briefing Session

The importance of the briefing session cannot be underestimated. We will always recommend a face-to-face meeting, usually at our offices, or remotely if required. The meeting will be led by your allocated Account Manager and will rely heavily on the completed Telemarketing Brief to provide structure and content.



Importantly, the briefing session is an opportunity for you to meet your calling team and bring your proposition to life. We will always brief and train a team larger than is required. This ensures we can scale efficiently if needed, and provides insurance against absences, sicknesses, or holidays.



Our standard briefing session is two hours; if additional time is required, we will cost this separately.

■ Programme Management

Our approach to programme management sets us apart and contributes greatly to the success of our projects.

Successful programme management is underpinned by 4 key factors



1. Account Management
2. Telemarketing Performance
3. Quality Assurance
4. Programme Review and Monitoring

1. Account Management

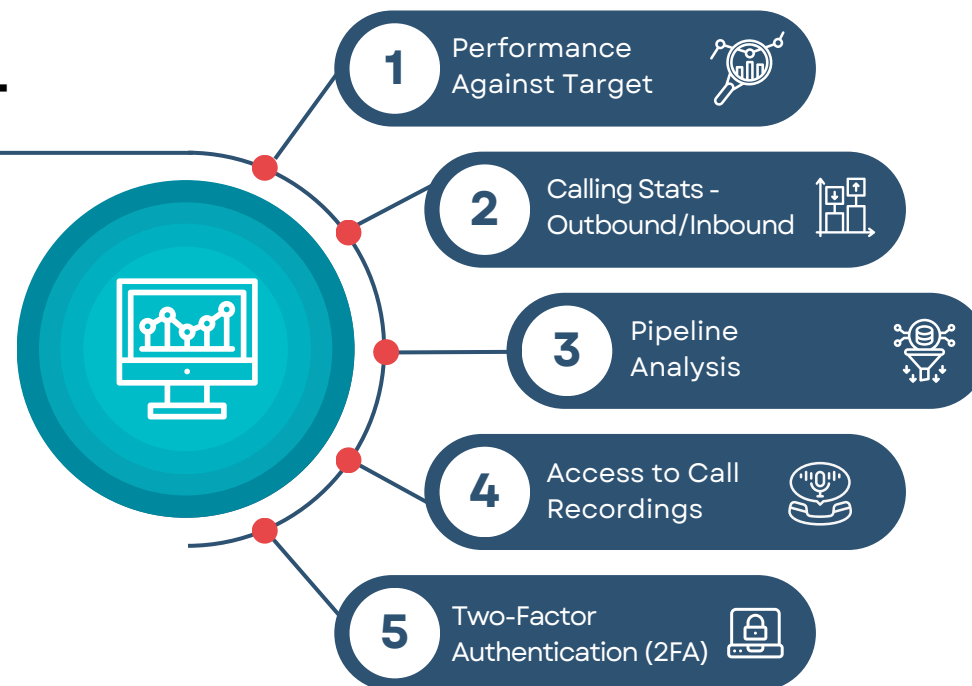
Your Account Manager is your primary point of contact, overseeing all aspects of your programme. They are responsible for overall project management, driving programme performance, ensuring the quality of the calling campaign and effective use of data.

Performance and productivity are driven by analysing programme KPIs, including dial rates, call backs, DMC rates, and pipeline conversion, all tracked within our bespoke calling platform. Account Managers and Team Leaders regularly assess live calls and recordings, especially during the early engagement phase, meeting daily to review and adjust the programme as needed.

In addition, TTMC Connect, our online reporting suite, provides real-time access to programme data and results, giving you and your Account Manager full visibility and actionable insight to further optimise the programme.

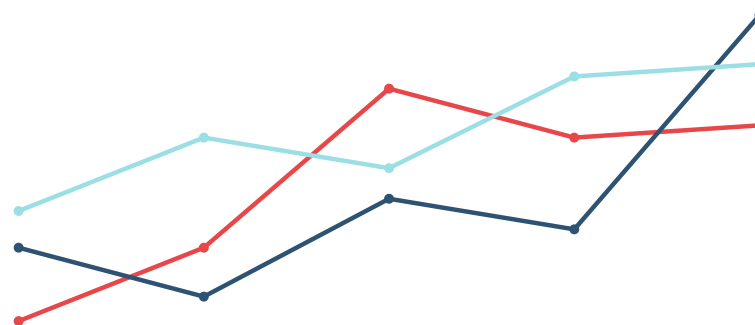
TTMC CONNECT

key features



2. Telemarketing Performance

Depending on programme type, we identify and prioritise key metrics, optimising each to drive better results. This structured, systematic approach enables us to identify opportunities and address challenges promptly.



OUTBOUND



For outbound programmes, we enhance performance through pipeline management, sharing call recordings to collaboratively improve messaging, questioning, positioning, objection handling, and qualification.

INBOUND



For inbound programmes, our focus is driven by the brief and any Service Level Agreements, whether driving down backlogs, smoothing peaks and troughs in call volumes or improving the quality and responsiveness of customer care.



3. Quality Assurance

Quality assurance applies to every aspect of the project.

We sample, review and score call recordings from the team regularly, typically at a rate of at least 5% per agent. This systematic approach allows us to audit quality but also to identify team and individual trends and drive coaching and training.

We also QA every single result we produce and throughout your engagement, you will receive quality checked recordings of every result delivered.

All outputs, including any notes and the recordings, are manually checked by a manager before being released. This process not only provides a regular baseline check on quality, but also gives you a full account of every contact or interaction made with the target prospect, plus a full recording of every result.

ISO 9001
Quality
Management



100%
of results quality
checked



4. Programme Review

Programme review is an on-going process. After roughly 15 hours of work, we conduct a full internal review involving all stakeholders, typically including your Business Development Manager, our Managing Director, Head of Telemarketing, and your Account Manager.

By design, this review is scheduled to challenge and test all the assumptions and planned metrics against early performance.

After each review we'll discuss our findings with you along with our recommendations for improvements to messaging, data handling or methodology. As required, successive reviews will be held until the programme is fully optimised.



thorough
programme
review after
~15 hours



We hope that this overview has given you a clearer understanding of our proposition and the value it can bring to your business.

For more information on our services, please get in touch.



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