



Tele Marketing Calls

What is Tele Marketing?

IVR based Tele Marketing is the process by which over the telephone a message about a product or a service is intimated to a targeted prospective customer. The response from the customer by means of Key Presses or Recorded voices can be captured against the called number for analyses.

How does it serve businesses / individuals?

An IVR system helps to make thousands of calls with out human intervention in a short period. Thus a significant number of prospects can be intimated in a targeted geographical area. The cost per call is low compared to a human assisted call. Once an interest in the product is established a human assisted call can close the deal.

The Process

The process includes three actions executed to a targeted set of numbers. They are - play a message, key press action and voice recordings to get a feed back from the person called. The first action is the playing of a message. This can be followed by either a key press action or a recording of a voice action by the called person. It is not mandatory that each message should be followed by a Key Press and / or a Record voice action.

Tele Marketing Calls with Feedback



Prompt: Tele marketing script

ABC textile showroom welcomes you to the gala opening of the renewed showroom on the 25th of this month. Please come and avail the first day's mega discounts. Thank you

Exit Call

Note: This is an out going call and it has only a play message action after which the call is terminated. The message can have multiple variations according to the content of the message.



Prompt: Tele marketing script

At ABC textile showroom you can avail a special discount on any purchase in the next one week. All you need to do is give your telephone number at the cash counter. Thank you

Exit Call

Note: Another Variant to offer discounts based on the number called. This can be used to attract a small number of customers to the shop over a period of time.



Prompt: Tele marketing script

ABC textile showroom is having a sale on the latest fashion apparels. The sale is from the 10th to the end of the month. Visit the showroom to avail this great opportunity and win prizes. Thank you

Exit Call

Note: Yet another Variant to announce the arrival of new products and sale.



Tele Marketing Calls with Feedback

Note: The feed back from the customer is stored against the called number.
 If there is no signal from the customer within the time out period for a key press response, (This is possible for a phone with a pulse dial) then the customer is asked to record the response. The recording is analyzed to the respective classification of responses.

