



Count on us to make successful connections with your customers at every touch point.

Your Industry.

Our Specialty.

Communications

CONVERGENCE, CONSOLIDATION, MOBILITY. Communications companies operate at the dynamic intersection of technological and societal change. An ever-evolving landscape offers exceptional revenue growth potential, but also daunting challenges for wireless, cable and traditional telephone companies.

- Convergence of communications services lets you capture a larger share of customer wallets, or lose the share you already have.
- Increasingly fickle customers value service breadth, quality and price, often at the expense of brand loyalty.
- Higher sales, reduced churn and lower customer acquisition costs have never been more vital or harder to achieve.

TRG Customer Solutions has partnered with virtually every major U.S. communications company, providing BPO solutions that deliver the best in value, flexibility and responsiveness. We are experts in our business and specialists in yours.

Our communications industry specialists understand the complexity of your marketplace, the intricacies of your products and the unique expectations of your customers.

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BPO Services for Communications Industry Leaders

ACQUISITION SERVICES

Inbound Sales and Lead Management:

Inbound call handling supports the full scope of your marketing efforts, using live agents, conversational IVR or integrated agent/IVR to maximize conversion rates and order values while reducing cost-per-call.

Outbound Sales and Lead Generation:

Telesales campaigns for voice, data and/or video services are designed to achieve high conversion rates while managing customer acquisition costs.

Door-to-Door Field Sales: We apply our tele-sales experience to create an effective field force, helping you sweep geographic hot spots to promote new products or existing services.

RETENTION

Customer Service: Customized, brand-centric, fully scalable live agent and carefully scripted IVR solutions drive customer satisfaction and build brand loyalty.

Technical Support: Skilled agents fulfill customers' short-term needs – questions/concerns about wireline, mobile or internet products and services – with an end goal of building long-term customer relationships.

Retention/Loyalty Programs: Proactive customer contact solidifies loyalty and reduces churn, improving your company's return on customer acquisition costs.

Winback Campaigns: Inbound and outbound contacts use stay offers and other incentives to reverse defections, preserve relationships and enhance customer profitability.

OPTIMIZATION

Cross Sell, Next Sell and Up-Sell: Effective offers of complementary or next-generation products and services increase wallet share and revenue per customer.

Customer Satisfaction Management: Asking the right questions at key relationship milestones measures satisfaction, reveals discontent, builds stronger client relationships and can improve your company's performance.

At TRG Customer Solutions, our steadfast focus is on making the right connections with you and between you and your customers. We are fully committed to delivering everything you want from your global outsource partner.



THE TRG ADVANTAGE

SOLUTIONS

- Full Service BPO Provider
- Outsource / Co-Source / Build-Operate-Transfer

LOCATIONS

- Onshore/Near Shore/Offshore
- Over 20 Sites On Five Continents

PEOPLE

- Experienced, Progressive Leadership
- Communications Industry Specialists

TECHNOLOGY

- Best Of Breed BPO Platforms
- State-of-the-Art Infrastructure
- **SATMAP**, intelligent call mapping software

THE RIGHT FIT FOR YOU



8375 Dix Ellis Trail
Suite 101
Jacksonville, FL 32256 USA

877-TRG-2TRG tel.
www.trgcs.com

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