TIME2CALL

TPL

IMMEDIATE | ACCURATE | INTELLIGENT

An intelligent and powerful tool that allows you accurately predict when consumers will answer tele-marketing calls.

If you are involved with tele-marketing Time2Call is a must have tool to ensure that your campaign is successful. Time2Call allows you to intelligently predict when consumers are likely to be at home to receive your tele-marketing offers.

TPL Media has produced Time2Call to aid businesses that conduct telephone marketing campaigns, to accurately predict the right time to contact customers. Knowing when to call prospective customers used to be near impossible, but thanks to Time2Call it has just become a reality.

Time2Call is a unique tool which enables you to accurately flag the time of day, evenings or weekends, when consumers are most likely to be at home and ready to receive your call offer. Built from historical and live telephone transactional data, Time2Call comprises of over 20 million intelligent disposition elements, including consumer preferences, as well as preferences based on transactional activity, where date and times are compiled and modeled.

By flagging your campaign data with a Time2Call preference, allows you to reduce costly recontact strategies, and talk with consumers at a convenient time they most like to be called at home. This will increase your chances of a successful outcome, improve performance and save money and resources. Time2Call can be used on a campaign by campaign basis or maybe accessed under a long term multi usage license agreement.

SELECT

Dial mornings

Dial afternoons

Dial evenings

Dial weekends

Dial anytime of day

Do not call

To find out more call our sales advisers on 01923 884 333
www.tplmedia.co.uk

Dialling telephone data when people are not at home costs time and money, wastes time, resources and demotivates call centre agents. Repeated no answers are dropped from automatic diallers, which means you could be wasting potential customers.

By using Time2Call to flag your telephone data when the consumer is highly likely to receive your call will improve contact rates, save time and money and improve campaign performance.

Built from historical and live telephone transactions, Time2Call contains over 20 million intelligent disposition elements including consumer preferences and repeated transactional activity which is then compiled and modelled to predict the best time to contact the consumer.

Telephone data is matched and batched according to identifiable preferences of contact: Mornings, Afternoons, Evenings, Weekends or Dial Anytime.

Batching your data will improve your likelihood of contact with a consumer and in turn the chances of a successful outcome.

In addition, Time2Call also removes consumers that have a preference of 'do not call'.

Features	Benefits
Improve contact rates	Saves time and costs of recontact
Accurately predict when consumers are at home	Convienient to the consumer and call agents
Data in the dialler at the right time	Increased efficiency
Call at a time most convienient	Reduce consumer complaints

Cost Options

Managed service	Operator licence
£150 production fee per job	£2,000 per annum
£0.035p per match	£0.02p per match