

Data Management and List Hygiene

Maintaining a clean and up-to-date contact list is a main priority for any sales organization. Without properly vetted data, any outbound campaign your organization implements can be greatly impacted. Call Center Services Inc. can help you generate the highest possible return on your data assets, as well as add additional company contact details to help maximize your Marketing and Sales efforts.



Benefits

- Prevent data from becoming outdated and unusable
- Keep your sales team focused on selling
- Improves the effectiveness of marketing campaigns by reducing undeliverable emails
- Organize and scrub your entire database, improving connect rates
- Ensure your future marketing campaigns are more accurate for higher success rates
- Target the right people, with the right role at the right time

Processes

- Ensure verified contacts are entered into your database
- Identify decision makers/roles that need your products or services
- Determine gender specific data
- Verify all contact information including name, email, address, and phone
- Correct spelling errors, typos, syntax and other format problems
- Customized questions for company details, such as company size, industry, headquarter locations, etc.
- Option of CCSi importing the data results into your system to minimize Clients time