

## The Basics

**Client:** Revenue Enhancement Worldwide, Inc.

**Location:** USA

**Industry:** Advertising/Marketing/PR

**Service(s) Provided:** Outbound Call Center Service

## About the Client

Revenue Enhancement Worldwide, Inc. (REW) is the first true “revenue enhancement” company providing loyalty/discount programs, advertising and promotion, marketing, sales, communication, social networking, management and IT services to different industries. REW’s goal is to provide worthy organizations a reliable and growing source of revenue.

## The Situation

One of the clients of REW is a credit card company. REW is providing them with their marketing and financial expertise to improve the client’s profitability. Acquiring new credit card customers in an extremely competitive market is a difficult task. An innovative strategy must be used to run a cost-effective credit card acquisition plan.

With competition increasing, the client doesn’t want to miss out on the opportunity to gain market share and improve its credit card acquisition metrics. The client of REW wants to promote their credit card services to small to medium businesses in order to boost sales performance of the company. To meet this need, REW wants to find a partner to setup an outbound call center to drive sales.

## The Solution

REW conducted a training to Tensei agents and provided with a list of businesses to call to offer credit card services.

If the business is interested, the agent would send them an email regarding the information that they need or direct them to the website if they are really decided to get a credit card.

All reports and leads were updated to the client real time through a project management tool software. The client would then follow the leads and convert them to sales. We leveraged our cold calling techniques to promote the client’s products among the potential customers to generate and qualify leads.

To bring continuous improvement in our services, we created a mechanism for the client to provide regular feedback regarding our service which helped us further streamline our offerings to exactly meet the client’s requirements.



## **The Result**

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Our solution approach proved successful. We delivered sales opportunities and boosted productivity for our client that lead to higher quality leads and dramatic increased in accounts.

### **ABOUT TENSEI PHILIPPINES**

TENSEI PHILIPPINES INC. (BPO Division) as part of the Tensei Group of Companies, is an entity providing a valuable variety of business process outsourcing solutions that include Back Office, Contact Center, Information Technology, etc. We continually strive to be an innovative market leader in providing customized Offshore Outsourcing Management Solutions.

We want to help in making the world a better place, one problem solved at a time – all powered by solutions tailored to streamline operations, drive innovation, delight customers, and build brand recognition. At the end of the day, we only have one job – and that's to help businesses deliver better to their customers.

