



Your strategic move for business leverage

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Call Center Telemarketing

FOCUS ON YOUR CORE BUSINESS

- ◆ LEVERAGE YOUR TIME
- ◆ SAVE YOUR MONEY
- ◆ INCREASE SALES



Call Center Telemarketing Outbound and Inbound Sales

TELEMARKETING is one of the most cost-effective strategies in direct marketing whereby a salesperson solicits prospective customers to buy products or services over the phone or through web conferencing. The telemarketer can either establish initial contact to the target market and generate leads or convert leads into customers. Telemarketing is one of the most essential modes of communication in the BPO industry.

Who hires Telemarketers?

Many companies from almost every industry from small businesses to large corporations take advantage of telemarketing either inbound or outbound or both to generate sales. Majority of the Fortune 500 companies are even outsourcing their telemarketing services to Asian countries especially in the Philippines because they can hire more staff at a lesser cost which increases their productivity as well. Outsourcing telemarketing services to a call center such as e4 BPO is a smart business decision.



Some case studies on Telemarketing:

- Telemarketing is becoming one of the most popular ways to market products/services, so much so that it is even leaving television, radio and print behind. It can be done by you, a sales rep, a professional telemarketer, or anybody who has a good telephone presence. All in all, telemarketing is good and easy.
- Telemarketing can obtain results better than other marketing methods. Whether it's an outbound call to promote product or set appointment, or an inbound call to take orders or accommodate questions and concerns, telemarketing is great when you speak about results. There are actually facts that can prove that this method is indeed better.



e4 BPO Inbound Outbound Sales Telemarketing

e4 BPO offers several cost-efficient telemarketing services for inbound and outbound sales that can help you achieve your goals whether you're a B2B or B2C company. We guarantee outstanding performance at highly competitive rates. Below are our Call Center Telemarketing Services:

Inbound Call Center Telemarketing Services

- Answering Services
- Inquiry Handling
- Leads Qualification

Outbound Call Center Telemarketing Services

- Leads Generation
- Leads Nurturing
- Cross Selling
- Up-selling
- Telesales
- Appointment Setting

e4 BPO Standard Call Center Agent Rates for Sales & Customer Service:

LEVEL 1 Call Center Agent = \$1,195/month

Entry-level call center agent, works full-time for 8 hours a day, 40 hours a week.

LEVEL 2 Call Center Agent = \$1,395/month

Experienced call center agent, works full-time for 8 hours a day, 40 hours a week. With at least 1 year call center experience.

LEVEL 3 Call Center Agent = \$1,595/month

Team leader, works full-time for 8 hours a day, 40 hours a week. With at least 2 years call center experience.

SUPERVISOR = \$1,695/month

Supervises all agents in the specific account, works 40 hours a week, has excellent management skills. With at least 3 years call center experience.

ASSISTANT MANAGER = \$1,800/month

Assists the account manager in managing the managing the entire account of the client, has excellent management skills, works 40 hours a week. With at least 4 years call center experience.

ACCOUNT MANAGER = \$2,300/month

Manages the entire account of the client, has excellent management skills, works 40 hours a week. With at least 5 years call center experience.



Significant cost savings with e4 BPO's Telemarketing



TIME = MONEY --- therefore, LEVERAGE your TIME to make more MONEY

A Cost Comparison Competing Call Centers VS e4 BPO

	Pay Rate	Annual Pay	Overhead Expenses	Total Annual Salary
Full-time Agent Call Center A	\$10/hour employee 40 hours/week = \$400 per week	x 52 weeks = \$20,800	+30% overhead of annual pay which is \$6,240	\$27,040
Full-time Agent Call Center B	\$12/hour employee 40 hours/week = \$480 per week	x 52 weeks = \$24,960	+30% overhead expenses of annual pay which is \$7,488	\$32,448
E4 BPO Full-time Call Center Agent	e4 BPO's Level 1 (Entry Level) Call Center Agent for \$1,195/month	X 12 months = \$14,340	ZERO!	\$14,340

Your annual costs savings with e4 BPO compared to hiring an agent from **Call Center A** is

\$12,700

Your annual costs savings with e4 BPO compared to hiring an agent from **Call Center B** is

\$18,108



**E4 BPO's
Call Center
Telemarketing**

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MEET OUR TEAM OF CALL CENTER AGENTS

Our team of call center agents blends experience and knowledge in facilitating world-class customer services and catering the individual needs of our valued clients. e4 BPO instills its staff with the mindset to focus on customer satisfaction as the top priority.

To ensure that e4 BPO provides you with call center agents that are fit for the job, we only hire college educated candidates. Furthermore, as part of our quality outsourcing practices, our call center agents are all Filipinos because Filipinos are the best English speakers whose native language is not English and Philippines is the no. 1 business process outsourcing country in Asia. They are hardworking professionals with strong work ethics.

With effective teamwork, our call center agents are able to assist each other in various difficult tasks. Their collaboration and sharing of collective knowledge and skills make them a valuable asset in our company. By hiring our call center agents, you can cut up to 50% of labor cost as compared to hiring an in-house staff. Hiring more offshore call center agents from e4 BPO allows you to have more human resources to help you with your business. Because of this, you will have more manpower and productivity without increasing staffing costs. And as an end result, you will be increasing efficiency and sales.

e4 BPO prioritizes applicants who have call center experience but also employs entry-level and provides them with intensive training to equip them with the mindset and skills to deliver customer satisfaction and to become efficient in their work.

Qualities of our Call Center Agents:

- Highly-skilled professionals
- Adept in their field of specialties
- College educated
- 100% fully dedicated to you
- Strong work ethics and abides rules
- Fluent in English both written and oral
- Experienced in working in outsourcing industry
- Diligent
- Honest and trustworthy
- Efficient time management and multi-tasking skills
- Can accomplish tasks with minimum supervision and meet deadlines
- Creative
- Values Integrity
- Quality service orientated
- Focus on Customer Satisfaction
- Geared towards quality performance
- Team work
- Continuous search for improvement
- Customer Service
- Speed and Efficiency



ABOUT E4 BPO, INC.

e4 BPO is an American-owned corporation and is one of the country's fastest growing business process outsourcing companies with offices in the United States and the Philippines. Taking advantage of superior state-of-the-art technology and resources, e4 BPO is able to provide world-class outsourcing services such as Web Design and Development including Search Engine Optimization (SEO), Technical Support, Online Marketing, Sales, Virtual Assistant as well as Virtual Accounting and Bookkeeping just to name a few.

e4 BPO applies chess strategies in business especially in the fields of marketing, management and sales. This is the reason why we are able to position strategically in the BPO industry. The name e4 stands for the usual first move where the king's pawn advances forward. It is often called "king's pawn opening". This move symbolizes aggressive, violent tactics versus slow maneuvering. Having such a foundation gave e4 BPO a sharp understanding of the business process outsourcing or BPO industry. This allowed e4 BPO to know and get hold of the innovations, trends and developments in this industry. Further, understanding the ever-changing needs of modern businesses, e4 BPO is able to provide efficient and effective high quality outsourcing services at cost-effective rates which increases the overall productivity of the client's business.

"e4 BPO as a company is customer-driven— we focus on quality results rather than increasing the quantity of projects. As a result, we naturally attract new clients as they come to us due to referrals. Our competent team ensures that we are consistent with what we do and how we brand ourselves as a company with outstanding service quality. With this practice, we continue to achieve our top and bottom line goals. Make e4 BPO your partner in outsourcing now..."

Larry Marshall, President/CEO
e4 BPO, Inc.



WHY CHOOSE US?

*We can make
a difference!*

Top 10 Reasons to Hire a e4 BPO Call Center Agents

Our call center agents are professionals who provide high quality performance for you. While there are many excellent call center services out there, we can proudly say that e4 BPO's call center services are one of the best in the industry. You just have to hire one to find out what we mean.

Save time – Our call center agent does all other time-consuming calls for you so that you can have more time to relax and do other things. Why do everything when you can always delegate?

Focus on your core business – Having more free time allows you to focus on the money-making aspects.

Skilled and Trained – We ensure that our agents are properly trained to deliver quality performance.

Save money – when you hire e4 BPO, you are saving significant amounts of money from overhead expenses, high local wages, purchasing of new office equipments, taxes and insurance contributions.

Tech Savvy – Our call center agents are tech savvy, they have skills in various. In short, you are hiring the most skillful professionals in your team.

Increase Business Opportunities – You can now spend more time with your clients, pitching and promoting your new products and develop relationships with them.

Enhance your marketing – Our call center agents can do the telemarketing jobs for you.

Increase Sales – e4 BPO has both inbound & outbound sales and telemarketing. We do lead generation, telesales, lead qualification, appointment setting, up selling, cross selling and more.

Company-Managed – Our call center agents are not freelancers. They are managed by us and they are 100% DEDICATED TO YOU. They have undergone background checks, they have signed confidentiality contracts. They are properly trained, funded, properly compensated and properly support by e4 BPO.

College-Educated – e4 BPO hires college-educated applicants as well as seasoned professionals. We always make sure that our candidates are properly educated and highly skilled.

Our Core Corporate Values

- Integrity
- Customer-focused
- Quality of Service
- Result-oriented
- Competence
- Creative Solutions
- Excellence
- Teamwork
- Consistency
- Innovation
- Staff Empowerment
- Commitment
- Accountability
- Efficiency
- Reliability

“Our success has really been based on partnerships from the very beginning.”

-Bill Gates
Founder of Microsoft



BECOME A PARTNER!



*e4 BPO Call Center
Sales & Telemarketing Services*

CONTACT E4 BPO, INC.



Your strategic move for business leverage



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