



landline data

Telemarketing is one of the most effective ways of building customer loyalty. A good telemarketing campaign will develop a rapport with the customer from start to finish.

Data Media and Research can help

By providing the targeted data, Data Media and Research will :

- ▶ Allow you to gauge the customers interest immediately, ask questions to assess the customers needs.
- ▶ Explain complex products or ideas more effectively.
- ▶ Measure the success of a campaign accurately and increase sales to existing customers.
- ▶ Carry out a successful telemarketing campaign that will help you re- establish lapsed customer interests.

