



## Article Side

Direct mail follow up- an effective tool of outbound calling by [John Smith](#)

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Apart from the tools like outbound calling campaigns that the call center take up, there are some of the services like the Direct Mail Follow up service that helps the caller to remind the customer of the products and the services at a regular basis. This service helps the caller to give a timely follow updates brought in by the company or any offer that it has extended on any of the service plans.

The best effort is to convince the customer to buy the products and hence changing them to prospective buyers. The constant reminder given to the customers will help them to find interest in the product and thus they will agree to buy the service.

This email management service is given by some of the outbound call center rendering the same to many global customers and hence this has increased the sale. The follow-ups made by sending direct mails regular make the customer a loyal buyer of the products and the services.

Some of the benefits of using the direct mail service as extended by the outbound call centers are below:

1. Most of the surveys done have proved that the emails are the most successful market planning.
2. When the follow-ups are sent through mail then the callers are able to contact the prospective buyers without even bothering them. Moreover, the call center uses this mode many times to contact the same prospective customer.
3. The call center regard the direct email service is the only mode that can generate ready response from the customers. They are the best to turn the lead generation to upcoming sales.
4. More over this is the only process and the easy process where you can relate the details of the products and the services that you render to the customers. You customer would find the products interesting when he knows about it in detail.

How do call center execute the service?

The main of the call center is to increase the business conversion rates and tries to optimize the marketing campaigns, as they are the only way to acquire new customers and raise the revenue from the existing one. Moreover, if the call center has an aim to create a long lasting relationship with the customer those communicating through email is the best way ever. Most of the outbound outsourcing team follows the following process:

1. The callers call up the customers to verify the name and the address. The people who call up the customers are well trained and they have the capability of making the customer indulge in the interaction.
2. They take the email address of the customers so that they can forward the details of the products and the services and the follow-up to the customers email.
3. They enumerate the benefits along with the information on the products and the services to the customers so that they find it interesting and subscribe for the same.

4.The call center vouches that the dual combination of the direct mail along with the follow up will accelerate the sales and the revenue response.

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The outbound a [call center](#) take care of the a [lead generation](#) of the company through the extensive usage of the telemarketing calls.

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