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The outbound call centers try to earn more revenue for the company by acquiring new customers. The lead generation is turned to sales by converting the customers to prospective buyers of the products and the services that are rendered by the company who have outsourced to the call center.

There are various ways they try to retain the customers and draws new customers to bring a growth of the business, the sales rate shows high and the company earns higher revenue. There are some of the outbound calling campaigns that are undertaken by the call centers to make the customers aware of the products and the services that the company is rendering. Moreover they take the initiative to enhance the direct marketing growth. Most of the outbound calling services undertake the telemarketing process as this makes the callers have a direct interaction with the customers.

The out bound call centers have the follow up process or the tools that helps them the best to interact with the prospective customers and the already existing customers. Moreover the customers can get the up-to-date updates on the products and the services that are on offer. Follow up initiates the business conversation rates and heightens the customer caller relationship. The follow up as given by the caller or the agents at the outbound process follows different ways. The details of the email follow up process are given below.

- 1.The trained and the skilled callers call the targeted customers to confirm the name and the address and other mailing details of the customers
- 2.Then they deliver the right message to the right customer
- 3.Then the email containing detailed information is sent to the customers. The customer should get the detail information of the products and the services that they will buy. A personal call is made by the callers confirming the delivery of the email.
- 4.They will give the basic information and the benefits of the services and the products.
- 5.This mail follow up will bring in prompt response rates from the customers.

Email follow-up that is sent to the customers mainly have the details information and the message on the products and the services of the organization that has outsourced to the call center. The follow up through the mail is rendered regularly and this one of the finest and the apt marketing strategy. This email support service is taken up by most of the outbound call centers so that they can reach to a wider section of the targeted customers.

The guaranteed services by the outbound call centers

- 1.The outbound call centers callers and the agents who give the follow up to the customers are quite skilled, trained and have the detail knowledge on the service or the products they render. They are qualified and have experienced operating services while giving the follow-up.
- 2.They aim at enhancing the lead qualification and the quantification rates. The whole process is very cost effective.

3.The immediate sales is generated by the direct mail services, direct mail follow up services and email follow up management services.

4.The service is rendered to a particular targeted customer.

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<http://www.articleside.com/customer-service-articles/how-outbound-call-centre-initiates-the-email-follow-up-process.htm> - [Article Side](#)

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The a [bespoke campaigns](#) that are taken up by the a [call center](#) aims at inciting the growth of the company.

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