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Some of the services by the outbound call centers are like making the calls through the telemarketing calls to enhance the lead generation. Moreover, there are some of the marketing surveys and the consumer surveys done that makes the sales go high in return.

The call center carries on the customer's survey so to understand the taste and likes of the customers so that they can make changes to the plans and the programs in the sale and in the marketing process. Moreover, a proper survey will make them create a rapport with the customer and motivate them to get interested in the products or the services that they are selling. The outbound calling campaigns help the customer to reach a wider section of targeted customers.

There are certain techniques of calling adopted by the call centers like making the calls through the power dialing method, the preview method, or by predictive dialer method or simply going for a manual calling. They choose the calling technique depending on the requirements of the clients and that, which suits the goals of the clients.

Moreover, the outbound call centers are now days have adopted the technique of recording the consumer surveys. This keeps the record of what the customer or the consumer of the products wants from you and your clients. This helps the clients to make changes in the product and service making procedure and the call centers plan there bespoke campaigns and the surveys accordingly.

Some of the benefits of recording the surveys

Once the callers listen to the recorded surveys this helps him to assess, the customer and his experience after you have extended your service. While you interact with the customers you need to make series of questions and need to answer many of their queries, therefore, you never have the scope to ponder and judge their reactions. Therefore, a recorded survey is always a help to have a proper assessment of the customers individually. Moreover, you would be able to raise some of points later when you give a proper follow-up of the survey.

Most of the time the surveys taken online, help the customers to interact with the executives and get answers to their queries. There is email assistance also where the callers might take the survey and get a direct response. However, these all can be undertaken through telephonic surveys as well where the callers can have direct interaction with the customers.

The procedure of undertaking the customer survey

The call center callers make the calls to the customers where the customers are given the choice of participating in the product or the service surveys. The call center agents and the callers undertake the survey in such a way that they appear simple and the customers can easily respond to the callers.

When the customer gets ready for the survey then the callers transfer the customer to an automated recording service to answer some of the questions that remain pre-recorded. The callers and the agents pre-record the questions. The customer controls the whole system of recording by using a button on the phone. Moreover, the customers have the choice to record some free speech remarks on the survey or on the product and the services that he is using or find interest in.

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The a [call center](#) carryout the a [outbound calling campaigns](#) on the phone and they keep a record of the same as well.

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