



Your Global Contact Center Outsourcing Partner



## KEY BENEFITS

- Global operations as well as oversea facilities that offer customers a choice of both near-shore and offshore service using our "best shore" model
- Multiple language support, a diverse skill set and labor pool
- Multiple locations to provide redundancy coupled with leading-edge technologies
- Support for a variety of inbound call requirements including customer care, help desk, order taking, DRTV and direct mail / marketing response
- Management of the entire customer lifecycle for clients, from first contact to ongoing customer support requirements
- Innovates and employs the latest technologies to decrease the intrusiveness of direct marketing via the telephone while increasing the effectiveness of your marketing initiatives
- Outbound campaigns via the telephone can be executed faster and for less money than print campaigns, while keeping the message dynamic, current and customized

## OUTSOURCING IS A RELATIONSHIP, NOT A TRANSACTION

Despite the growth of the Internet and new interactive ways of communicating with existing and new customers, studies show the telephone is still the most immediate and direct way for companies to provide service and support for their customers.

Whether it's a billing issue, troubleshooting a minor technical problem or simply a request for more information, most people prefer to have an immediate response with a live voice rather than making a request by mail or online, even if the Internet contact is in real-time.

*In short, they still want the human touch.*

SMT Direct brings more than 50 years of collective experience in multi-media call center outsourcing services and business process outsourcing (BPO), including both inbound and outbound, customer care, human resource outsourcing, finance & accounting, help desk & technical support, e-mail, Web chat, recovery and retention tele-services programs.

We are a leading service provider for Fortune 500 companies specializing in the management of end-to-end customer contact solutions including customer care, telemarketing & Business Process Outsourcing.

SMT offers state-of-the art operations in onshore, near-shore and offshore locations through a network of best-in-class facilities in Toronto, Costa Rica, Mexico, Argentina, India, Dubai and Ireland.

In addition to providing a full range of customer support services as an extension of your company's brand, SMT Direct provides a broad spectrum of outbound calling services; whether it's to help you acquire new customers quickly or maintain good relations with existing customers.

Regardless of your inbound or outbound focus, SMT Direct's mission is to fulfill the entire customer service lifecycle for our clients, from first contact to ongoing customer support requirements.



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## INBOUND SERVICES

*SMT Direct provides a full-service solution to meet our clients' inbound call requirements.*

Our program execution process includes the planning, construction, implementation and ongoing training, design and delivery; contact management; knowledge base management; database management; quality assurance monitoring and verification; reporting design and distribution; list management; and, program management.

SMT Direct supports our customers' inbound call requirements in a number of different ways:

### ► Customer Care

Whether it's a billing issue, an address change, a question or an adjustment to their service level, SMT strives to resolve any customer inquiry on your behalf to their satisfaction the first time they pick up the phone. SMT Direct acts as an extension of your company's brand to manage the everyday needs of the people who use your product or service, and most importantly, make sure their interaction is positive.

### ► Technical Support & Help Desk

SMT Direct trains our staff to provide basic technical and help desk services for customers using your products. Whether they need help with assembly, trouble shooting, managing on-site technicians or drop-off depots, let SMT Direct lend your customers a helping hand when easily fixed problems arise.

### ► Order Desk

High demand for your product or service is always a great problem to have. When the orders start flooding in, SMT Direct seamlessly keeps the fulfillment process moving smoothly 24/7, taking orders that can be quickly filled by your company.

### ► Up-Selling & Cross-Selling

If you're taking in calls with our help, why not leverage the point of contact by offering the customer new products or services, or bundling a combination of products that will interest a particular demographic? SMT Direct helps your customers understand the value of an additional product offering based on their past buying patterns or recommend a combination that will better serve them.

### ► E-mail & Chat

Internet outreach is an excellent method of soliciting response from important stakeholders and customer segments, but the response needs to be managed. SMT Direct uses the latest technologies to provide your customers with online help and information when they require it, enabling you to increase your service levels and respond more quickly to both solicited and unsolicited customer requests.

*"SMT Direct has played a critical role in helping Bell ExpressVu maintain customer service levels during a period of rapid growth and new customer acquisition. With SMT Direct as an extension of our customer support team, Bell ExpressVu has been able to be quick and responsive when scheduling new installations and providing a high level of customer support."*

*Don Butler  
COO, Express Serve*

## OUTBOUND SERVICES

*Reaching out to new and existing customers is an essential part of marketing and building a client base.*

Whether you need to inform a customer of a new product, a change in a user license agreement and or get a bill paid that's past due, SMT Direct can approach your clients as an extension of your brand and ensure a positive experience for both parties.

### ➤ **Outbound Telephone Marketing**

Acquiring new customers is a key driver of any marketing campaign and outreach by telephone remains the quickest, most cost-effective channel for signing up new clientele. SMT Direct can design and execute a telemarketing program targeted at your ideal customers that results in new revenue and immediate impact.

### ➤ **Market Research**

Understanding the competitive landscape of your industry and your customer base is critical to your success. In addition to being an extension of your brand, SMT Direct asks the targeted questions that yield competitive advantage and generate new revenue opportunities. We provide the data we gather in multiple formats that are useful to you.

### ➤ **B2B Solutions**

Are you looking to increase your market share? Do you need to generate more leads to compliment your direct sales channels? Then look no further than deploying our proven Business-to-Business solutions. At SMT, we understand the importance of a seamless transaction when dealing with your customers.

### ➤ **Collections**

Do some of your customers need a friendly reminder to pay you for your services? SMT Direct provides "soft" collections on your behalf, giving those customers a polite nudge to pay any outstanding dues. After all, it's more cost effective to keep customers than attract news ones.

### ➤ **Multi-Modal Broadcasting**

SMT Direct leverages the latest, most innovative technology to reach your customers, whether it's a live call, broadcast voicemail, e-mail or mobile text messaging. By decreasing the intrusiveness of direct marketing we can increase its effectiveness and leave your customer with a positive memory of your brand.



*"SMT Direct has been a key contributor to Primus Canada's growth strategy over the past six years. SMT's outbound telemarketing efforts have accounted for a significant volume of new customers and continues to support our acquisition strategy."*

*Mario Verrilli  
Director, Residential Sales  
Primus Telecommunications Canada*



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### OUR VISION

To be recognized, globally, as a strategic and proactive valued partner that provides innovative solutions that maximize the organizational potential.

### ABOUT THE COMPANY

For the last 10 years, SMT Direct Marketing has been a leader in providing premier outsourced contact center services across multiple sectors on behalf of many Fortune 500 companies including financial services, telecom, retail and healthcare. We understand that outsourcing driven purely by economics almost never delivers the desired cost savings and therefore help make outsourcing relationships work to deliver long-term value. We work with clients throughout the outsourcing lifecycle with a multi-disciplinary team: strategy, operations, IT, client services and change management that offers decades of experience.

With a network of Global facilities in seven countries spanning four continents and more than 2,500 multi-lingual employees, we are able to deliver innovative contact centre solutions to many of your business processes.

We recognize the importance today of designing and implementing an outsourced model that will serve your customers best and optimize results. We treat outsourcing as a relationship and not a transaction and believe that outsourcing entails effective relationship management on both sides.

If you are considering outsourcing, want to optimize an existing relationship or want advice on a troubled situation, call us and we will be glad to help you **“maximize your customers’ experience.”**

### Contact Us

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## Vendor Management

SMT Direct gives you an efficient and cost-effective process for managing multiple vendors, whether independent contractors or specialty suppliers. You deal with one managing vendor, one standardized process, one consolidated invoice, one point of contact—while retaining access to the full range of resources offered by a diverse portfolio of vendors.

SMT Direct’s integrated approach provides you with greater control and delivers tangible and measurable business benefits, including reduced commercial risk, reduced operational involvement and contract administration, consistent service levels and rapid change management.

SMT Direct becomes an extension of your procurement, human resources and IT organizations, allowing you to achieve cost savings, better qualified candidates, performance metrics and reliable quality through economies of scale.

## The Business Process Outsourcing Paradigm

SMT Direct’s value proposition to our customers is not just about taking inbound calls and making outbound calls on your behalf. Our services enable you to outsource business processes necessary for your success. At the same time, this allows you to focus on the core competencies that will help you innovate and maintain competitive advantage.

Business process outsourcing has becoming an increasingly common way for companies to reduce their staff and cut costs by hiring an outside firm to handle administrative tasks such as human resources, customer care services, procurement and credit card processing. According to a U.K.-based research & consultancy firm NelsonHall, Business Process Outsourcing services now account for 52 per cent of North American outsourcing contract values and is generating nearly US\$6.9 billion in new contracts. In addition, Gartner estimates the international market for offshore outsourcing could reach US\$130 billion this year.