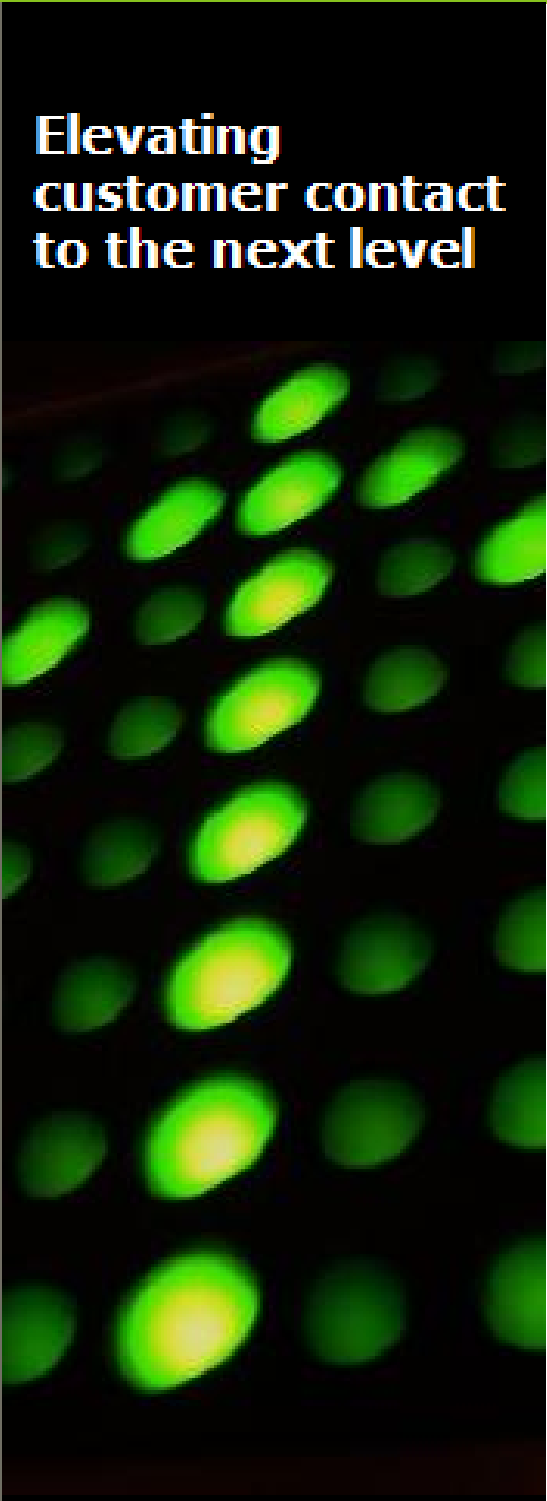


Success Story:

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Elevating customer contact to the next level

International Project Management for Outbound Calling Services

Opportunity:

A Fortune 100 financial service provider wished to roll out an outbound call services campaign across its divisions in several countries, requiring strong project management skills combined with an expertise in call center outbound services.

Solution:

- eStrategy3 was given the primary responsibility for orchestrating the implementation of outbound campaigns in multiple countries.
- Communication and progress reviews were conducted on a daily and weekly basis.
- Project specifications were streamlined wherever possible; however, adaptations in program parameters e.g., scripting, system requirements were made to meet each market's individual needs.
- eStrategy3 also managed coordination between support teams such as IT and the remote markets.

Results:

- The outbound call services campaigns were successfully launched in all target markets within the specified timeframe.
- Project specifications were developed which not only aided successful implementation, but will serve as project plans for future endeavors.