

# The Connection®

Outsourced Call Center Services

You just found the right people to handle your calls . . .



## Solutions for the Catalog Industry

At The Connection, we work hand-in hand with many of the top 100 catalogers in the country, providing world-class customer service and exceptional sales and upsell conversions. With over 27 years of award-winning call center experience, we will proactively exceed your business objectives and goals through superior account management, sales certified agents and state-of-the-art technology.

### Catalog Industry Services

- Sales, Upsells & Cross-sells
- First Call Resolution
- Customer Service Excellence
- Catalog Requests
- Returns Processing
- Product Troubleshooting
- Billing Inquiries
- Order Tracking

### Catalog Clients and Awards

Our reputation as a world class service provider has won us partnerships with some of the nation's most well-known catalogers. Our services have also won us many awards including the **2007 MVP Quality Award** and recognition as a **2007 Outsourcer of the Year** and **2008 "Top 50" Contact Center Service Agency**.

### Connectivity to Client Systems

We have extensive experience integrating with our clients' internal systems utilizing a variety of methods including point-to-point circuit, VPN Connectivity and more. For the majority of our catalogers, we manage connectivity in real-time for accurate reporting on first call resolutions, sales conversions, inventory and more.

### Training and Agent Sales Specialization

At The Connection, all of our agents go through custom-designed training, becoming experts on your catalog program. All training is developed with participation from your organization to ensure that all critical information is used to train our agents. In addition, agents handling your calls will also be trained in our sales certified program which includes various sales techniques to enhance their selling skills. Our agents are taught such methodologies as appropriate voice fluctuations, meeting the needs of the caller, how to keep the pace of the calls upbeat and in control and techniques for **high sales, upsells and cross-sells conversions and first call resolution rates**.

### Account Management

On a daily basis, your National Account Manager will be your primary contact, proactively managing your business and enhancing your sales conversion through script modifications, agent specific conversions and report analysis. Additionally, your National Account Manager can manage your fulfillment needs providing a single point of contact for seamless program management.



Contact us today for your free quote!

1-800-883-5777

[sales@the-connection.com](mailto:sales@the-connection.com)

[www.the-connection.com](http://www.the-connection.com)