

ARGO

For more information please contact

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A Direct Response Savvy, Agile Partner for Your Operations

ARGO provides our clients and your operations with greater innovation and services that enhance your revenues, reduce costs and improve customer experiences. **1+1=3** The power of our managed services partners + agility of ARGO's contact center and back office capabilities combine to deliver seamless customer relationship services that are customized to deliver superior results. ARGO delivers the Innovation, Process Improvement and Enhanced Human Touch that elevates your customer engagement and allows you to concentrate on Five Star service.

WHY ARGO AS YOUR BUSINESS PARTNER?

ARGO offers a breadth of innovative customer management and back office capabilities to clients in diverse markets across onshore, nearshore and virtual operations. A focus on ARGO's **Direct Response** offerings is provided here:

- **UNPARALLELED EXPERIENCE** — The depth of industry experience to collaborate craft, deploy and enhance customer experience and back office programs that deliver meaningful results
- **CUSTOM BUSINESS APPROACH** — Customized, boutique treatment of each client with proven business practices to achieve core goals
- **RIGHT INNOVATION** — Beyond the buzz of AI, bots, omnichannel and analytics, ARGO works with our clients to determine the best of technology that elevates the more important human touch for improved customer experience (CX), first contact resolutions, better processes and optimal impact to revenues
- **TRANSPARENCY** — A promise and construct of open transparency and proactive communication throughout our business relationship
- **VALUE THROUGH VALUES** — We treat each other, our clients and their customers with compassion, genuine care and high ethics in every interaction; we believe this is a cornerstone to ARGO, to good business and to any good human engagement, every day

Verticals Served



Healthcare



Telecom & Media



Banking & Financial Services



E-commerce & Retail



Direct Response



Non Profit



Travel & Logistics



AN INNOVATIVE EXTENSION OF YOUR OPERATION

ARGO believes in delivering more than just cost savings in an outsourcing arrangement with our Direct Response clients. From the initial scoping, we seek innovative ways to enhance our clients' operations and improve their customers' experiences. This includes collaboration on your immediate and long-term business needs and designing a partnership that delivers meaningful results.

Direct Response Experience

ARGO has been managing and handling inbound sales calls from a variety of mediums since inception; we know what it takes to have a successful and profitable direct response driven campaign. Our dedicated sales team provides you with top-level results and unparalleled performance. We are experts in generating not only sales but happy, loyal customers that will drive additional revenue to your bottom line.

We all know that industries evolve and keeping up with the changes and new trends is crucial to your success in the DR space. ARGO provides "Next Gen DR services" with automation and omnichannel to better capture leads, reduce abandons and generate more revenue and value.

Inbound Sales Capabilities

- 24/7/365 support
- Expertly trained humans building real customer relationships
- Real-time credit card authorization and file export
- State-of-the-art telephony with seamless integrations
- Real-time metrics
- Customized daily and weekly reporting of all key performance indicators
- Aggressive quality assurance system
- Focus on retention and acquisition
- Handling call spikes through constant communication with your media buyers to ensure that media buys and agent scheduling align and provide a buffer for those unexpected, but welcome, over producing airings
- Upselling and Cross Selling

Service Level Expectations

- Over 80% of calls answered within 30 seconds or less
- Average Handle Time (AHT) of 6.5 minutes
- 99.9% up time over the last 12 months
- Typical Inbound Sales Conversion Rates:
 - ✓ 30% to 45% - soft offer
 - ✓ 50% to 65% - hard offer

Execution and Results

- Increased customer satisfaction rating by 62%
- Customer lifetime value increased by 44%
- Decreased same customer callbacks by 71%
- Decreased average talk time by 38%
- Overall customer satisfaction rating YTD 98%

**Contact us today for an easy discovery discussion.
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