

SANTEL

INTERNATIONAL

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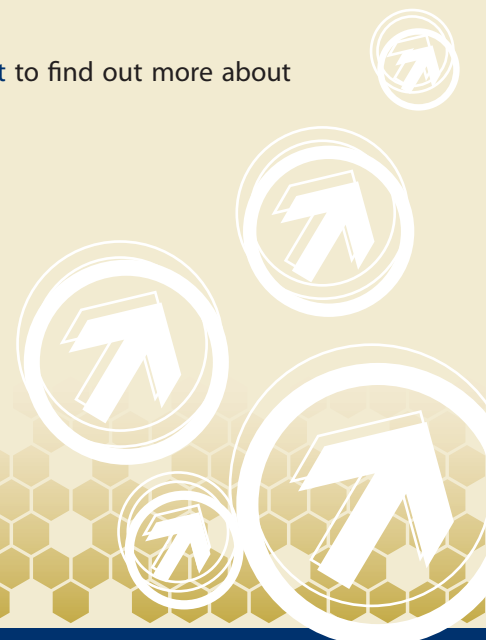


The staff at Santel are not just people who make phone calls, they are friendly, mature business people who can relate and communicate with your clients in a very personal and professional way to ensure your individual objectives are met.

We have the knowledge, the expertise, the qualified staff and the equipment to ensure that your telemarketing needs are achieved, without the stress and headaches of setting up your own inhouse operation.

Are you looking for exemplary care for your customers? Need qualified prospects from your target markets to attend your events? Require charitable sales targets met? Or simply want to see if telemarketing can work for your business?

Then call us today (07) 5574 3213 or email santelint@intaconnect.net to find out more about how we can help you!



WHY CHOOSE SANTEL

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Professionalism

All services are of the highest quality.

Personal Service

Our clients are our business. We tailor our services to meet your individual needs to achieve your specific goals.

C.A.R.E

Customers Are Really Everything. We will ensure you receive the best possible service throughout all dealings with us.

Expertise

Our many years of experience in telemarketing across a wide variety of industry sectors is the main reason for our successful track record.

Flexibility

There is a wide range of services we can offer above and beyond telemarketing to cater to your unique requirements. If necessary, our staff can be made available 24 hours a day, 7 days a week.

Support

It's just a phone call away! Help is always readily at hand.

On-going Commitment

Continued contact and correspondence will be maintained to ensure continuing satisfaction - we won't forget you!

Quality

Each staff member is conscious of the need to be continually striving for excellence to ensure the highest level of service for your clientele.

Ingenuity

We take an active interest in our clients and are always looking for ways to improve the response rates we achieve.

Transparency

It is important to us that we are 100% transparent. We represent your company and interests so while we conduct your work, our business is your business.

SERVICES

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Outbound Telemarketing

Outbound telemarketing plays an important role in successful relationship marketing.

A key benefit of well-developed, integrated outbound telemarketing programs is that they permit us to courteously and effectively handle not only the interested groups, but also the groups of prospects that are not ready to buy. They can be nurtured so that their relationships are continued until they reach a more active qualification level and as such, valuable contacts will not be lost.

Our outbound programs include:

- Primary focus on customer service and satisfaction, ensuring premium customer acquisition and retention across all campaigns.
- Integrating the appropriate media, sales techniques and distribution methods (fax, email, sms).
- Using people with the most appropriate skills for each individual campaign.
- The importance of good targeting, excellent lists and disciplined database management.
- The need to combine customer and client relationships with high standards and ethics.
- The effectiveness of cross selling, up selling and add-on selling.
- The importance of scheduling the frequency of calling into your lists.

Outbound Services can be utilised in the following marketing areas:

- Sales
- Appointment Setting
- Customer Acquisition
- Satisfaction Surveys
- Winback
- Customer Referrals
- Retention
- New Product Launch
- Lead Generation
- Market Research
- Verification
- Data Cleansing

Inbound Telemarketing & Answering Services

An efficient answering service guarantees a premium level of care for your customers resulting in increased customer satisfaction and greater sales.

Our inbound services will be developed to suit your unique requirements and can be utilised in the following ways:

- Taking accurate messages and delivering them promptly to the appropriate contacts.
- Immediate scheduling of appointments
- Securing immediate sales
- Solve customer issues fast and efficiently

Our team will be the front line for your company and act as 'problem solvers' to keep your customers informed, content and coming back for more. You will have your own dedicated line/s, answered in your own company name by our trained and professional staff who will know your product better than you do!

Direct Marketing

The right kind of letter, leaflet, email or sms to the right target market can do wonders for your business. Our trained experts can help you design, print and deliver an effective promotional piece for your direct marketing campaign. In recent years we have discovered the power of sms and can work with you to develop an effective campaign that integrates these marketing initiatives for best results.

Secretarial Services

Faxing, mailing, emailing, sms, data entry, letters typed, excel spreadsheets designed and much more. Our secretarial services are top quality and available to improve the efficiency and accuracy of your work.

OTHER SERVICES

Free Consultation

We will spend the initial consultation discovering more about your business and what you have to offer. We will make suggestions for you to decide which would be the best marketing tools for your business.

Daily Analysis

Once each shift has been completed, our professional staff will analyse the data received, and will provide you with a progress report for your perusal.

Data Processing

We believe in the saying "Time is of the Essence". All lead statistics and results are available within 12 hours of calling and can be made available sooner where required.

Training

Our qualified staff are comprehensively trained for each campaign to suit your individual requirements. We encourage clients to meet with the operators to speak about their product for improved results.

Monitoring

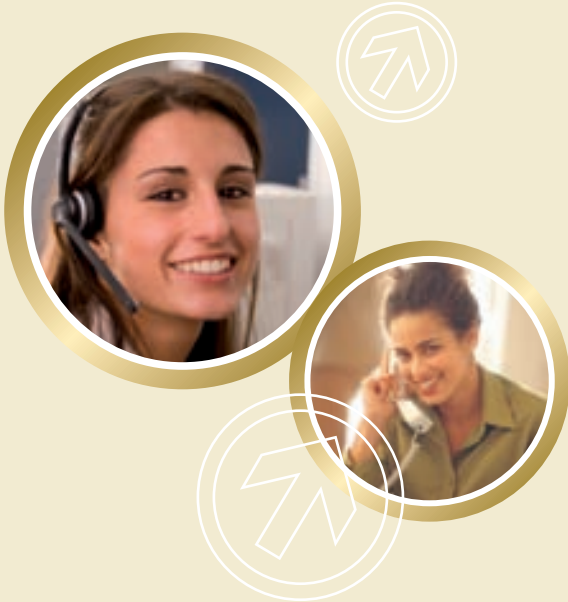
We have voice recording of calls and welcome clients to listen to all sales calls and give us their valuable feedback.

Quality Control

Procedures are implemented to ensure quality is maintained throughout the duration of your campaign. This often involves 'spot-checks' of sales or where necessary a higher authority verification at the end of each sale.

ABOUT US

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Company Profile

Santel was established to provide the opportunity for all companies to integrate telemarketing into their overall marketing campaigns.

Since inception, the company has grown rapidly, due to an increasingly high demand for our telemarketing expertise and our track record of providing excellent sales results.

In this time we have included various service orientated aspects to our business including; inbound services (phone answering), data cleansing, database design, direct mail campaigns and secretarial services. All implemented to ensure optimum service for our customers, across all areas.

Santel is an Australian owned and operated family business located in the CBD of Nerang, on the Gold Coast. Santel has a strong affiliation with a well-established Philippine call centre in Clarkfield Pampanga, Philippines. Come and visit us, our door is always open.

Mission Statement

The focus of our mission is 'Success'. We strive to exceed the expectations of clients in both performance and service by recognising the opportunities in a changing environment, remaining innovative in our approach and creating a stimulating work environment for our team.

Above all else we, as an organisation, have two key beliefs:

- We believe in our people and their abilities to achieve.
- We believe in loyalty and maintaining long term client relationships.

Company Goals

- To work quickly, enthusiastically and efficiently within the customers budget and time constraints.
- To raise the standards of our services and support to put ourselves ahead of our competitors and what is currently offered in the industry today.
- To build a reputation unequalled for ethics and performance.

Vision Statement

To develop and grow, as a business, in ways that are beneficial to our clients, their customers and our team. To grow only moderately in size but greatly in quality and knowledge. To be seen as a business who keeps abreast with advances in all areas of the field, who has a supportive internal environment and who provides top quality service with excellent returns.

THE TEAM

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All operators employed by Santel undergo a comprehensive training program, developed inhouse, to assess their suitability for telemarketing on individual products.

The program includes:

- Company structure and history
- Concepts of telephone selling
- Comprehensive product knowledge
- Objection handling – unique objections for each product
- Extensive role play with scripts
- Administration and computer processes
- Compliance training – trade practices, privacy policy, industry restrictions (do not call register)

Different campaigns require different personalities and we employ a balance of operators from across all walks of life, some who speak multiple languages.



CUSTOMER TESTIMONIALS

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Many satisfied Santel clients have come from industries including *(but not limited to)*:

- Tourism
- Real Estate
- Security
- Health and Fitness
- Insulation
- Engineering
- Recreation
- Electronics
- Positive & Negative Gearing
- Fund Raising
- Communications (Radio)
- Media and Advertising
- Marketing
- Political Parties
- Accounting and Financing
- Sport
- Retirement
- Holiday Ownership
- Education
- Council Departments
- Not for profit organisations

We have been using Santel for marketing leads for our business for seven years, and have found them to be extremely efficient and innovative in their approach.

Santel have been the backbone of our business and has contributed to its success over a long period of time. We find the organisation well managed and effective in their communication.

Our long and profitable association allows us to recommend Santel to anyone considering employing their services.

D. & J Mackowski
Marketing managers CLB QLD PTY LTD