



Teléfono[®] Permanente

*24 hours to serve their customers
Contact Center*



Teléfono Permanente

24 horas al servicio de sus clientes
Contact Center

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Company Profile

Teléfono Permanente, S.L. is a company looking back on 40 years of presence in the business of telephone services having extensive experience in a variety of sectors.

During our professional career we have been able at any time to adapt to an environment in continuous development and where the need of well channelled communication entails new challenge and possibilities every day.

The technology we use on telephony and data processing enables us to cope with highly demanding customers' requests.

Our target: To offer the best solution to enterprises and professionals by providing customer-tailored and application specific service, always based on the needs and circumstances of each particular case.

Our strong points:

- Permanent service: 24 hours a day - 365 days a year
- Over 40 years of professional experience in a variety of fields
- Flexibility, organisational capacity and quick response
- Own fixed staff, low rotation
- Own in-house computer and technology department
- Facilities to operate in customer data environment



There are Only Advantages

If you hire the service of **Teléfono Permanente, you will only have advantages.**

We respond in your name. Your company will be able **to increase its service range**, offer to your customers unlimited service hours and be sure not to miss a single contact during your absence, **without need to hire more staff**.

By delegating some of your routine tasks to us you can dedicate your time to your core business.

We shall make best use of your existing communication channels (telephone, e-mail, social networks) or we make new proposals to you which have proved to be successful, all based on our experience.

We guarantee **cost efficiency** of the hired service, seeking among different ways the solution that suits best to our customer (for instance billing per minute, billing per call, fixed monthly rate).

On customer's request, we provide **transparent information** on the service hired by supplying statistics on the service rendered including details such as amount of answered calls, type of call and duration, time and frequencies. This information proves to be useful, as you can set your priorities, detect specific demands or you may want to reinforce attention during certain time frames.



Telephone Services – Inbound and Outbound Call Solutions

Inbound Call Answering

Assignment of Intelligent Network Numbers

You may receive your calls at dedicated **Intelligent Network** numbers (900, 901, 902, 806...), or a conventional number with **area code of Spain or any country worldwide**. If you prefer you can **forward** your incoming calls to **Teléfono Permanente** whenever you need, either because of temporary absence or because you want to ensure coverage out of your usual business hours.

Teléfono Permanente offers fully personalised call answering service, following in each case previously agreed instructions and interaction protocols. We are proud of our proven experience in a variety of business sectors.

Outbound Call Solutions

Teléfono Permanente offers you different ways of cooperation, indispensable nowadays if you want to catch new customers by direct telephone approach, increase customer loyalty or perform opinion polls about any product or service. Intelligent combination of strategies may be indicated to get the best return out of your phone marketing campaign.

We work in tight coordination with our customer; we study the contents of his marketing plan and work out a strategy that will fit best to the purpose of his campaign.



Inbound Call Answering

Health Care Sector

- Doctors' appointment schedule: appointment booking, notice to patients, locate the doctor, Web appointment schedule
- Medical emergencies, coordination of home visits
- Coverage of night hours or holidays for urgent notifications (gynaecology, fertility centers or others)

Technical Assistance – Customer Attention

- Elevators (answering incoming calls in case of failure, locating the technician on duty)
- Coordination of failure reports in complex installations (factories, data systems, control centers)
- Support to main supply companies (water, gas, electricity, telecommunications) in case of failure
- After sales customer service (complaints, notice to technical service)
- Information to consumers (customer hotline for complaints, suggestions, comments)
- Support in “crisis situations” to resolve exceptional cases in relation to health issues, environment, regulations etc., and speeding up implementation of security measures under circumstances likely to put population at risk.

Tourist Apartments Rental Business

- 24 hours call answering service (legal requirement)
- Telephone service to users in the event of damage, supply failure, check-in, check-out, incidents etc.

Response to Advertisements in Radio, TV, Press

- Order taking, information to consumers. At this point we would like to underline that it is of utmost importance to optimise and plan very well the response to such advertisements, because large volumes of inbound calls can be expected over a very short time.

Ticket Sale to Events and Shows

- Ongoing ticket sale to places of interest for tourists, theatre, cinema
- Ticket sale for special events with massive demand



Outbound Call solutions

Appointment Setting

You can optimise the efficiency of your sales force preparing their appointments by previous phone contact. Your salesmen should not waste their precious time making phone calls.

It is well known that a salesperson usually gets one sale out of an average of five customer visits. Using the telephone we are able to select, classify and fix the seller's appointments in those sectors likely to yield profit.

Don't waste your salesmen's time in the office making calls. Use all their skills to visit customers. We make the phone calls for you.

Market Surveys

Using purpose specific questionnaires we can find out consumer habits, behaviours, needs or preferences.

Customer Loyalty

Through an effective phone call, based on specific questionnaires, it is possible to establish the customer satisfaction level with regard to delivered products or services, and sound the chances of new business at the same time.

Follow-up of Mailings

You can increase the success of your mailings by means of subsequent phone calls. It is therefore recommendable to combine direct advertising campaigns with telephone marketing.

For instance, if you send out event invitations, planning and scheduling will be much easier if you know the number of people attending after you got their confirmation through a phone call.

Telesales

Direct customer approach by phone aimed at selling a product or service.

This kind of job requires people with specific sales skills. We suggest selecting personnel to this purpose in coordination with the customer.



Web Services

Teléfono Permanente offers to customers a service which is essential for management of new sales and distribution channels through the Internet, as their use is becoming very common among consumers in general. On-line shopping has become most attractive to consumers, who can buy and choose from an enormous assortment of products available at only a click and 24 hours a day. And buyers are each time better informed and they are demanding. If you want a user to be satisfied and turn into a loyal customer, it is necessary to ensure that he will find all facilities, not only when buying but also after the purchase to clarify doubts, follow the shipment, get additional information etc.

At **Teléfono Permanente**, we offer you valuable support for management of your on-line shop by assuming key tasks such as:

- Help the buyer upon making his purchase
- Validation of purchase or payment
- Order modifications
- Resolve delivery incidents
- Product returns, complaints
- After-sales service in general
- Reception and handling of e-mails (mail center)

Following a script and interaction protocol specifically worked out and agreed with the customer.

Based on our experience for this kind of service, we would like to underline the convenience of combining e-mail or Web service management with call answering service. It is very important to coordinate both areas if you want to optimise efficiency and excellence in benefit of yourselves and your customers.



Human Resources - Languages

Human Resources

Skills of our Call Center Agents

- Specialised in dealing with customers (pleasant voice, education, positive attitude)
- Ability to listen and understand
- Speaking skills (precise language and verbal expression, rich vocabulary)
- Written communication skills (ability to summarise in writing a conversation)
- Knowledge in informatics (good knowledge as for using the different software applications at the Call Center)
- Patience and good manners in dealing with customers and resolving critical situations
- Good attitude adapting to changes and learning new professional issues
- Thorough knowledge of products and services handled at the Call Center after training

Languages

At **Teléfono Permanente** we are prepared to offer service in Spanish, Catalan and English, including written translation of documents. Service in languages other than the above may be attended by dedicated personnel.



Technology

New Technologies Department

- Development of customised software applications and forms
- Adaptation and integration of customer's own applications to the system of **Teléfono Permanente**
- Facilities to operate in customer data environment
- Development of statistics according to customer's requirements, for instance detecting priorities, efficiency of time intervals etc.

Technical and Computer Equipment

1. *Telecommunication Equipment*

- Three primary phone lines with 90 digital and 12 analogue lines.
- Telephone exchange with MSI Dialogic boards prepared for connecting 52 extensions.
- Fax station for parallel Fax management and processing.
- Automatic call accounting system.
- ISDN lines supporting Volp.
- 4Mb + 4Mb dedicated connections (4 optical fiber + 2 SHDSL Backup).
- Operator controlled call transfer system.
- Service and station specific automatic call recording system.
- Own applications for automatic SMS and beeper message sending.



2. Computer Equipment

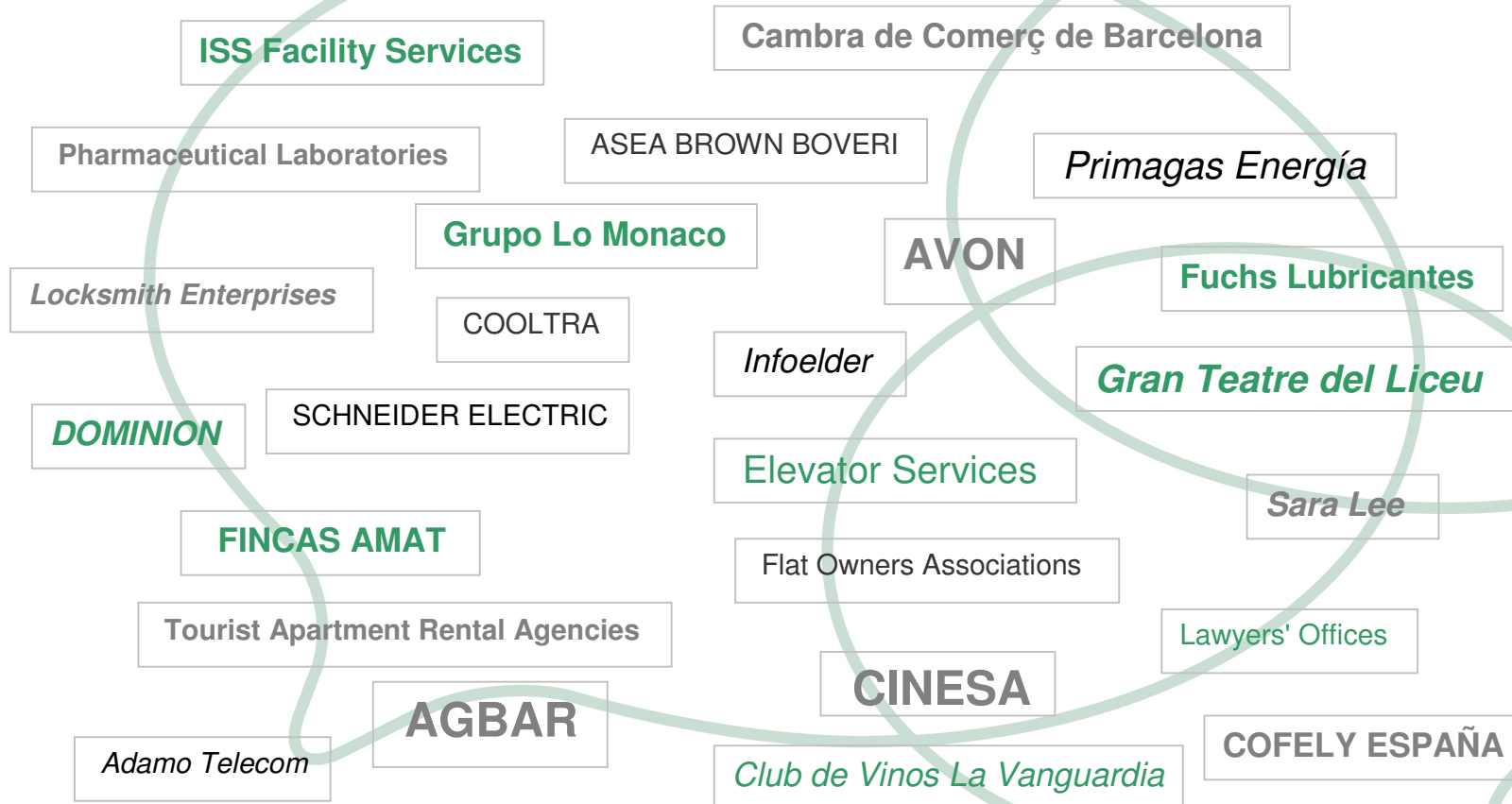
- High performance HP servers with NetRaid disk system (hot extraction system) and power supply redundancy.
- Own domain, DNS, Backup, Web and FTP servers backed up by external servers and server redundancy.
- Data base servers. Three units specialised in maintenance, management and security assurance of data, both of in-house and customers' data base management.
- Software: Windows 2003 Server, SQL Server 2005, CentriPhone Millenium for automatic inbound and outbound call distribution (Infinity Comunicaciones S.A.), XP for "Agent" stations, Office 2003.
- Computer based operator work stations.
- Real time monitoring systems for management of call center platform.

3. Security System

- HP server duplication ("NetRaid 5 System" disks, power supply...).
- Externalised and redundant servers. Automatic daily backups.
- U.P.S. with independent batteries (8h autonomy times) for backup of all installations.
- Linux environment self managed firewall and Proxy server.
- Setting of DMZ zones to safeguard and protect the main servers from unwanted intruders.
- Dedicated 2Mb Internet access backup in SHDSL.



Our Customers



Health Care Sector: around 150 private doctors, therapists and clinics are our clients

