



## **CUSTOMER DISCOVERY PROGRAMME**

**KNXUS**  
beyond the call

## VIRGIN ATLANTIC

KNXUS handles first-line response to cabin crew recruitment campaigns, checking candidate suitability and forwarding application forms.

## ROYAL & SUNALLIANCE

KNXUS runs a high-volume outbound business-to-consumer campaign, selling personal accident insurance on behalf of a major UK retail bank.

## ADKINS MEDICAL

KNXUS acted as consultants to this medical research company, monitoring the effectiveness of its in-house customer support team and delivering solutions that opened new markets and literally transformed the business.

## ROXTONS BY POST

KNXUS handles all mail order enquiries for this lifestyle clothing supplier, responding to catalogue requests, taking orders and payment for goods and dealing with returns and exchanges.



## BECAUSE CUSTOMERS ARE DIFFERENT...

Do you want to discover more about your existing customers? Do you want to rediscover lapsed customers? Do you want to find out where your new customers are? Do you want to understand the needs and desires of all these key audiences?

You're running a business, so the answer is surely yes.

But there's a problem: you're running a business. And whether you're a sole trader; an SME or a multi-million pound corporate, you have to make two critical things happen: look after the business you've got and generate new business to meet the goals you've set.

But it's not always easy to find the time or the right people to do both. And sometimes it's even hard to do either as well as you'd like.

By outsourcing contact with your customers – existing or new – you gain two valuable assets: Time... to get on with running your business Expertise... that delivers the results you need

... whether you choose to outsource your entire contact programme, or use a specialist to work alongside you, complementing and adding value to your own team's activity.

**KNXUS WILL WORK WITH YOU TO HELP YOU WIN CUSTOMERS, UNDERSTAND THEM AND KEEP THEM**

At KNXUS, our highly skilled, highly trained, customer contact teams can:

- Talk to the people you need to reach
- More often
- At a time of day, or night, that suits them
- Using any media – phone, email and text
- With total credibility...

... your KNXUS team will learn about, understand and know your products and services inside-out before they make a single call to your customers.

But what do we actually mean by outsourced customer contact? In theory, it falls into four categories: inbound and outbound sales and inbound and outbound service.

## ...SO IS WHAT WE OFFER

In practice, we do everything from after-hours message handling, receiving telephone requests for company literature and taking calls from customers enquiring about the progress of their orders... to following up a direct mail campaign aimed at securing appointments for your field sales team and making courtesy calls to check on service standards.

In reality, the permutations are virtually limitless. It all depends on the needs of your business.

As well as handling discrete customer contact projects, KNXUS can manage your complete sales cycle. We will:

- Clean your customer and prospect database, ensuring your data is accurate and up to date
- Enrich that data, enabling you to reach the people that exactly match your target profile
- Contact those individuals to sell your business and its products or services

- Contact them again, and again, to make sure they're happy with their purchase and to nurture further sales

KNXUS can also advise you on how best to interact with your customers, whether they're other businesses

or consumers. Our consultants will:

- Listen to your objectives
- Learn about your business
- Analyse your needs
- Look at the possible solutions
- Enhance existing programmes
- Develop entirely new approaches

Whether you need to make one call a week or several thousand a day, KNXUS will work with you to help you win customers, understand them and keep them.

It's all a voyage of discovery.

**TIME TO GET ON WITH RUNNING YOUR BUSINESS... EXPERTISE THAT DELIVERS THE RESULTS YOU NEED**

**YOUR KNXUS TEAM WILL LEARN ABOUT, UNDERSTAND AND KNOW YOUR PRODUCTS AND SERVICES INSIDE-OUT**



DISCOVER MORE ABOUT YOUR BUSINESS WITH US:

**0800 91 77 417**

e [info@knxus.com](mailto:info@knxus.com)

[www.knxus.com](http://www.knxus.com)

o Banbury Great Malvern Castlebar Mumbai

head office: KNXUS Limited 48 South Bar Banbury Oxfordshire OX16 9AB

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