

Stay in touch with your customers all the time.

Streamline your processes and keep up-to-date with your customers



Designed and developed as part of a highly recognised range of eSuite programs for business, eTelesales is easy-to-use and is designed to quickly and effectively develop telemarketing campaigns within SuperOffice using existing contact data, and then assigning the selected telesales team to the campaigns.

A quick and effective way to create efficient outbound telemarketing activity that triggers immediate actions and further activities that are then accurately recorded and monitored back into the SuperOffice CRM system.

eTelesales works alongside your SuperOffice CRM application.

Suitable for :

- **Telemarketing businesses** that specialise in B2B outbound marketing.
- **Marketing support teams** that are set up to respond to busy inbound online enquiries and website traffic.
- **Mass Market Businesses** that have high volume direct sales and have a dedicated outbound telesales team.
- **Utility and Service Businesses** with round the clock telephone support and salespeople.
- **Legal firms and professional services** looking to secure appointments and advisory services via outbound calls.

eTelesales functionality

- **Create Telemarketing campaigns** – with data formats and content that matches SuperOffice features.
- **Assign your telesales team** – using the standard selection processes in SuperOffice.
- **Design your sales pitch** – create the telesales pitches to match the depth and development of each contact enquiry.
- **Create tasks and actions for the Sales team** (without needing a SuperOffice licence).

Managing telesales in SuperOffice:

Here's how it works:

- The administrator makes a selection of calls in SuperOffice and assigns them to the required telesales persons.
- The administrator can also alter and check the questions that are required for the campaign.
- The telesales caller can click dial directly from the CRM system using PBX dial.
- The calls are logged back into SuperOffice that also records the time the call was made and the duration of the call.*
- The caller can then quickly add notes to the call summary before making the next call.
- The call activity can be reported from SuperOffice using projects and sales reports as well as using several eSuite bespoke reporting functions.

Just...**click and call...** and your call activity driven by information in SuperOffice that will be automatically updated with the additional data and information provided by eTelesales.