

Call Volume Projections

The success of your direct marketing campaign depends on the quality of your data.



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Call centers represent a major portion of your campaign expenses. When to staff and at what level are important questions – the wrong answer can be costly. PerformanceDP can help you minimize abandonment and hold times during your campaign by presenting a clear picture of incoming call levels generated by your direct campaign.

Coupled with our USPS Confirm® PlanetCode™ mail tracking capabilities, our call volume projections can be adjusted daily to provide an updated, accurate decision making tool. You'll receive:

- > An estimate of anticipated calls per day, delivered in an Excel pivot table
- > A graphic representation of peak times and call drop-off

We do this with a proprietary modeling tool that determines call volume patterns on a daily basis. Specific information about your campaign, such as quantity, drop date and expected response is used along with mail distribution patterns and factors such as day-of-week and time-of-day statistical response to generate an interactive report capable of correlating a high number of campaign factors, such as State, MSA, day, week, cells, etc.

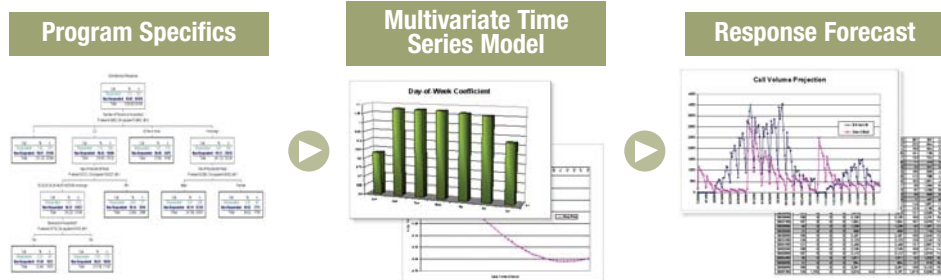
Developed with, and repeatedly tested against actual direct campaign results, this model can give you the information you need to make intelligent call center staffing decisions.

Acquire

Retain

Cross-Sell

Up-Sell



Call 800.869.2300 to learn how
PerformanceDP can help your company.

