

Contact Services and Capabilities

Call Centre and Lead Generation Services

Partner Research Corporation provides specialized and targeted B2B call centre services that accommodate a significant variety of outbound calling initiatives to Canada and the U.S.



Our clients require highly communicative contact professionals that have the ability to step outside the “script-box”, when necessary. In addition, our clients do not have to worry about uninformed, monotone call agents.



PRC Contact Services owns and will source targeted lists in order to provide companies, including IT, Medical, Finance, Publishing, Trade & Conference and general business with a wide range of growth and intelligence services.

Example services include: Lead generation, customer feedback calls, event participation and follow-up, subscription calls (renewal & acquisition), product introduction calls, customer/potential customer profiling and database work, channel (VARs, SI's, Consultant) profiling and database work, data entry and conversion work and market research.

Industry Capabilities and Targets

PRC has over 30 years of experience calling and researching virtually every business category within the North American landscape.

Those targets include:

Mid-market/SMB, Large Enterprise, SOHO

- * Manufacturing
- * Communications
- * Transportation
- * Utilities
- * Wholesale/Retail
- * Finance/Insurance
- * Medical
- * Information Technology
- * Government
- * Hotel & Lodging
- * Hospitality (restaurants, bars, etc.)
- * Retail

Channel

- * Solution Providers/VARs
- * Distribution
- * System Integrators (SIs)
- * ISVs
- * System Builders
- * Consultants

Example Case Study

XYZ Corporation wished to expand into a new service segment within Canada. XYZ did not possess suitable resources to locate, source key contacts and to engage potential customers as to their willingness to utilize their services.

Challenge	Solution	Results
<ul style="list-style-type: none"> • Identify and source a potential enduser market for XYZ Corporation. • Obtain a prospect list that matches the criteria XYZ is looking for. • Contact directly via telephone those contacts within the individual companies and engage with XYZ's value proposition. • Create a prospect database that can be used immediately. 	<ul style="list-style-type: none"> • XYZ Corporation contracted PRC Contact Services to acquire a potential customer list (\$100 million + in annual revenue). • PRC worked with XYZ to develop a compelling discussion guide and intelligence collection script. • PRC contacted over 3,000 Canadian companies, discussing the XYZ value opportunity, with the key buying contact. 	<ul style="list-style-type: none"> • Over 4 weeks of project calling, XYZ Corporation was provided daily and weekly "Hot leads". • PRC provided a complete and populated spreadsheet containing the coordinates, key contacts, existing competitive agreements and products, current relevant issues, agreement contract end dates and XYZ sales engagement details.



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Sample Contact Project Options and Costs						
Number of Calls	Length of Script	Number of Data Collection Fields	Number of Call-Backs	1-800 Call Return Response Option	Email/Fax Follow-up	Cost
2,000+	3-minutes	3 responses	2 call-backs	no	no	\$3.40 per/call
2,000+	5-minutes	4 responses	2 call-backs	no	no	\$3.90 per/call
2,000+	8-minutes	6 responses	2 call-backs	no	no	\$4.20 per/call

Note: The above cost example includes all set-up fee's, including training and client "kick-off" meeting. The above outline is based on perceived requirements and does not include a target list acquisition. Rates subject to change annual July 1st.

Additional Contact Options and Costs	
Option	Cost
Length of Script	\$0.20 per each additional minute/call
Number of Data Collection Fields	\$0.10 per each additional collection field/call
Number of Call-Backs	\$0.50 per each additional call-back/call
Email/Fax Follow-Up	\$0.50 per/call
1-800 Call Return Response Option and/or Call Recording	Available upon request

Something New in the Industry?

We think so. PRC adheres to a simple approach - providing our customers with unparalleled service, in the time frame desired and at a cost that is sensible.

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