

7 Steps to a Successful DRTV Telecoms Campaign

So you have decided to use telecoms as a vital element of your DRTV or advertising campaign? This is an excellent choice as telecoms can be an extremely efficient, measurable and cost effective tool for handling the data capture element of your campaign.

Following a few simple steps can help to guarantee the overall success of your campaign and boost your ROI – so if you're looking to get the best results, with comprehensive reporting and value for money please read on.

Step 1

Make sure your telecoms supplier understands & has experience in delivering DRTV/Advertising services.

There are many telecoms companies in the UK today all offering similar services on the surface, but it is essential to look for a supplier who has experience in providing telecoms solutions for advertising and DRTV campaigns. These services can be complex and are always time-critical so it is vital your telecoms supplier understands exactly what's involved.

With more than 15 years' experience of supplying telecoms services to the advertising and marketing industries, Creative Telecoms is regarded as a leading player in the UK, European and worldwide market.

Step 2

Don't get your call centre to handle the telephone numbers and services.

To avoid a potential conflict of interest we would **ALWAYS** recommend that anybody undertaking campaign-driven or DRTV activity should arrange the telecoms element using a source other than the call centre you have employed.

This is because there are two fundamental sets of data which need to be measured to determine the effectiveness of the telecoms element of your campaign:

1. The telecoms network statistics/reports which show every call attempted.
2. The call centre daily reports which show the number of calls successfully answered by the call centre on your behalf.

Even on a daily basis, the difference between the two reports can be, and frequently is, quite large. Keeping these two reports separate is essential in monitoring the performance of any campaign and is invaluable in identifying where any problems may exist.

For example, if we route 100 calls to your call centre and, for whatever reason, the call centre can only answer 50, the advertiser is losing 50% of their potential business and this loss of ROI needs to be addressed urgently.

Step 3

Decide which type of non-geographic number you should use.

This depends on the purpose of your campaign. If you are selling a product it is advisable to use a Free Phone 0800 number as this makes the customer feel “special,” because you are making the purchasing process that bit easier for them. In this scenario the cost of the calls are billed to the advertiser.

On the other hand you may be giving away some free samples for a campaign and in this case an 0844 local rate number would be more appropriate. The customer knows they are getting something for free so will not mind being charged their normal call cost. This type of number will therefore reduce the overall cost of the campaign as the caller is paying a local rate per minute for the call.

Step 4

Decide whether your campaign would benefit from any intelligent network services.

There are a wide range of additional intelligent network services available which can help to make the campaign a success. At Creative Telecoms we look at each campaign individually when deciding which intelligent network services might be useful and never use a one size fits all approach. If after consultation we believe that the campaign would benefit from additional service we will recommend these to you and explain the potential benefits before the campaign begins.

Some services we can offer include the facility to record all calls and store the data remotely, busy diverts to assist when your call handling team is under pressure, time of day routing, out of hours messages and voice mail.

We will only ever recommend intelligent network services that will have an impact on your campaign’s telecoms performance and your bottom line.

Step 5

Make sure you have access to up-to-the minute reporting.

Ok, so your campaign is about to go live. How will you keep track of how well every element of the campaign is working to ensure maximum possible ROI?

Reports! Reports! Reports!

With Creative Telecoms it couldn’t be easier to keep a watchful eye on how well your campaign is performing. Each day you will receive an email with details of the previous day’s telecoms activity. These reports should always be directly compared with the call centre reports for the same period to make sure you are not losing potential sales calls. The trick is to look for discrepancies between the number of calls reported on the network and the number of calls successfully handled by your call centre.

Creative Telecoms customers can log in to their dedicated reporting portal and access a comprehensive array of up-to-the-minute reports that can be viewed online and are also available for download. Your Creative Telecoms account manager can advise you on how to make the most of these reports.

Creative Telecoms Ltd.

Studio 307, 5-5a Westminster Bridge Road, London, SE1 7XW

ph: 0844 249 2864 fax: 0870 389 2990 e: enquiries@creative-telecoms.co.uk t: @ctelecoms

Do you have a smartphone? If so our reports just became even easier to access! We are the first telecoms company to offer [iPhone / android apps](#) which allow you to access real time live reports from your handset, as well as the ability to change routing plans, add voice messages and much, much more. Please contact us for a demo and trial of this fantastic app.

Step 6

Ensure your call centre has sufficient capacity.

Often call centres are accused of “not answering all of our calls”. Our experience is that this can be for a number of reasons, the most common of which is simply underestimation of the call volumes that a particular campaign will generate. If you are conducting DRTV campaigns where there tends to be a spike in activity within 5-7 minutes of an ad being aired, it’s important that the call centre has arranged for the right level of capacity or number of agents to answer those calls.

The reporting provided by Creative Telecoms will help identify any potential problems and we will work quickly with you and the call centre to resolve these issues so that when 100 people call to buy your products, 100 calls are answered.

Our extensive experience means that we have a very good knowledge of the strengths and weaknesses of individual call centres and we will be more than happy to assist in your selection of an appropriate call centre for your campaign.

Step 7

Sit back and monitor your campaign via our web based or [smartphone](#) reporting – giving your campaign the greatest chance of succeeding.

About Creative Telecoms

Creative Telecoms prides itself on its high standard of service. Your account manager will always be on hand to answer any queries you may have and will work with you to get the most out of your campaigns.

If you would like further information, or you’d like to start a **free consultation with us** please call 0800 019 1117, or contact us by email via enquiries@creative-telecoms.co.uk and one of our team will be happy to help.

We look forward to hearing from you in the near future.

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ph: 0844 249 2864 fax: 0870 389 2990 e: enquiries@creative-telecoms.co.uk t: @ctelecoms