



Agile Contact Campaigns

Do you need help engaging your customers?

At Fexco, we understand you may have time, resource or skills challenges.

Let us design and implement a customised contact campaign to engage with your customers. You remain focused on your core business and continue to grow. Over 30 years, we've completed more than 1000 campaigns, contacting millions of customers, seamlessly and with award-winning success.

You benefit from:



Precise analysis and understanding of your challenge



Customised design focused on ambitious outcomes, not just engagement



Rapid implementation through digital and voice channels



Impact oriented, people centric and empathetic communicators



Flexible and adjustable contracts



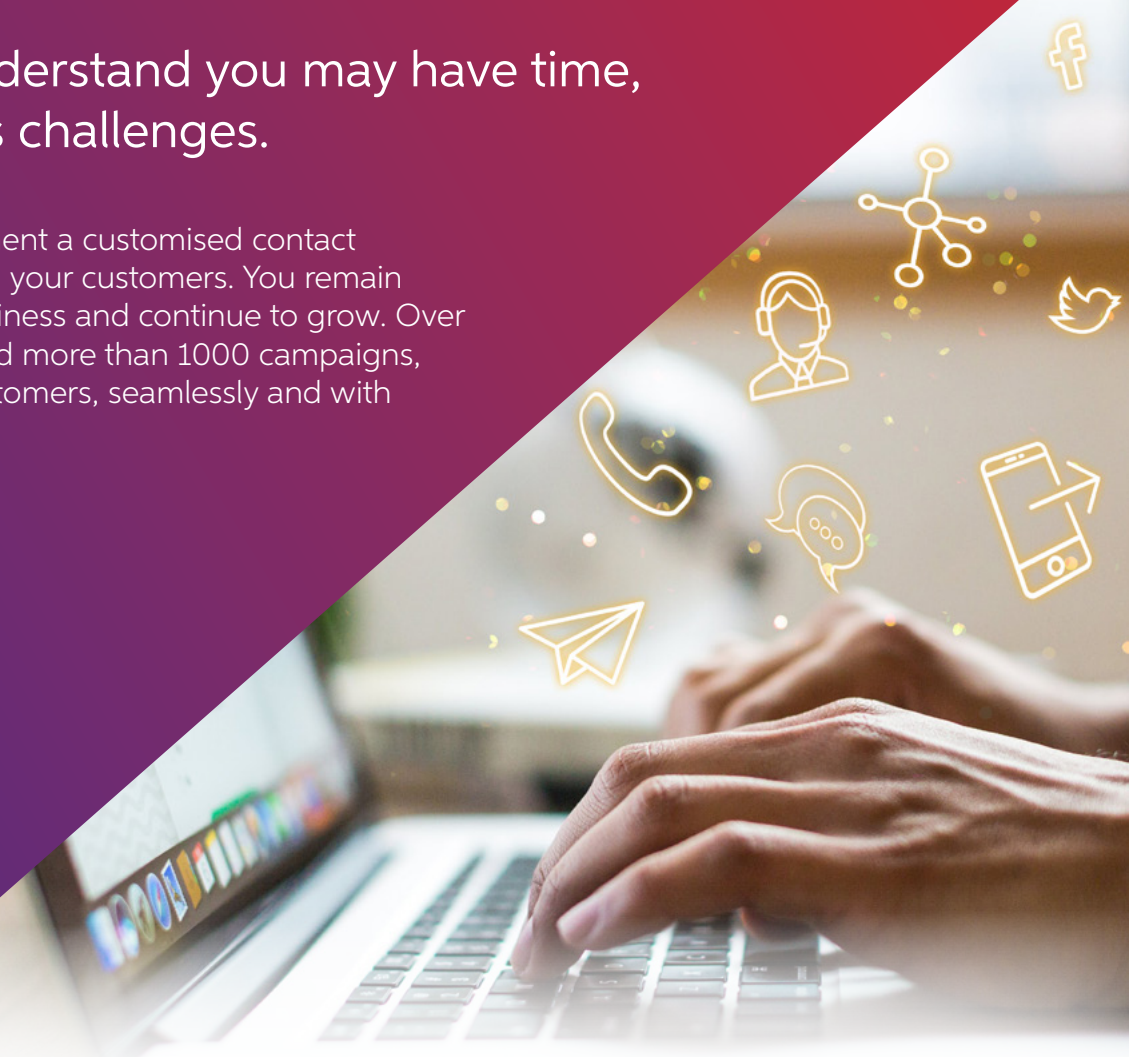
Generation of data analytics and customer insights



Full audit trail & demonstration of GDPR compliance



Minimum time commitment from you



FEXCO AGILE CONTACT CAMPAIGNS

Alongside routine operations, businesses continually face challenges that require customer engagement to resolve:

- Constant evolution of regulatory compliance, often with time constraints
- Maintaining and updating large estates of customer hardware and software
- Relationship management and customer retention including contract renewal

Implementing these responses and initiatives in-house can drain your resources and compromise your day to day business.

TRUST FEXCO TO MANAGE YOUR CONTACT CHALLENGE

Fexco has extensive expertise in delivering successful customer contact services, including:

- Over one hundred million customers contacted
- Award winning track record for more than 30 years, over 1000 seamless, successful campaigns
- Contact data cleansing/right party contact verification: Over 75% of records updated
- Compliance/system update campaign: 85% conversion
- Contact data cleansing/right party contact verification: 75% of records updated
- Merchant retention campaign: 65% of contacts successfully converted into contract renewals
- Over 90% of clients run repeated campaigns; easy plug & play onboarding; advantageous outcomes

CASE STUDY 1

Technology & Database Renewal

A financial services market leader urgently needed to upgrade network-wide consumer contracts and payments systems. The customer database was fragmented and outdated. An eight month campaign gained immediate traction as Fexco:

- provided the necessary expertise, resources, and infrastructure
- within one month, implemented a flexible outbound call campaign, tailored to match end user needs
- launched an Appointment Setting service to manage on-site visits
- updated 20,000 client records
- renegotiated contracts which reflected in merchants increased productivity of up to 34%

The newly refined dataset empowered our client with quick and seamless mobility of their Customer Relationship Management tools for ongoing use.

CASE STUDY 2


Financial Regulation Compliance

Our client was concerned about compliance within the highly-regulated financial sector. They needed an Anti-Money Laundering (AML) campaign to update identity and to verify their customer database. Over an initial six month campaign, Fexco:

- deployed a contact campaign within 3 weeks, accommodating technological challenges and limited resources
- made more than 18,000 calls, successfully identifying and verifying over 5,000 profiles
- handled all documentation securely in-house
- provided beginning to end management of the customer journey

We have since partnered with this client on further, successful campaigns.

Your campaign can begin in a few days. Call Fexco now.
We're always ready to answer your questions.

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