

PERFORMANCE BENCHMARK WE CARE ABOUT OUR PARTNERS ACT
TWEEN RESPECT ALL INCLUSIVE INTEGRITY SALES GROWTH
OPERATIONAL EFFICIENCY AND COST REDUCTION VALUES
PEOPLE TOP LEADERSHIP EXCELLENCE PASSION PATH RESULTS
CREATE THE PERFECT BALANCE OF PERFORMANCE KNOW-HOW EXPERIENCE
CHANCE TO CONTINUE TRANSFORMING EFFICIENCY EXIST WINNERS
PROFESSION DEDICATED TO OUR NEW CUSTOMERS TRULY PASSIONATE
ABOUT RESULTS WE BUILD LONG TERM BUSINESS OUR CUSTOMERS
WIN-WIN PRINCIPLE PATH OF INNOVATION LEADERSHIP EXCELLENCE
PASSION PERFORMANCE RESULTS CREATE COST SAVINGS HUMAN VALUES
OPERATIONAL EFFICIENCY INNOVATION LEADERSHIP PASSION FINALLY
RESULTING PATH BEGAN CREATING PERFORMANCE EXCELLENCE KNOW-
HOW PASSIONATE OUR CUSTOMERS WE BUILD LONG TERM RESULTS
OUR CUSTOMERS LASTING WIN-WIN BUSINESS LEADERSHIP PRINCIPLE
INNOVATION LEADERSHIP PASSION TWEEN RESPECT ALL INTEGRITY
HUMAN VALUES ALL INCLUSIVE INCREASED SALES PERFORMANCE

PERFORMANCE
IS HERE A POINT OF
REFERENCE;
WE CARE ABOUT
OUR PARTNERS
AND THEREFORE
WE ACT WITH
INTEGRITY AND
RESPECT.



TWEENCALL

Call Center experience

- › Over 5 years experience in: Telesales, Telemarketing, Customer Care and Retention;
- › Over 50 clients in Telecom, IT&C, Banking /Financial Services, Insurance/Health Services, Media and Advertising, Real Estate, Consultancy;
- › 78 campaigns run simultaneously: inbound and outbound.

Performance

- › Handle 15 million calls annually;
- › 400,000 annual sales;
- › 7 million people contacted.

A strong partner

- › We operate in 9 locations in Romania: Bucharest (5), Caracal, Targoviste, Brasov, Galati;
- › 450 workstations;
- › 600 employees;
- › Distributed architecture;
- › 1:1 redundancy.

TWEEN CONCEPT

“tween” concept was born aiming to offer to client companies an innovative alternative in choosing the right services combination that suits their needs. Starting from increasing sales volume and continuing with reducing administrative costs, we took everything into account!

We offer complete Call Center solutions that will guarantee your business an increased awareness level and, of course improvement in your sales volume. From data base management to “all inclusive” campaigns, we have the possibility to deliver positive results for companies in different fields of activity.

Experience, know-how, result orientation and continuous improvement — are values promoted by **tween|call** amongst employees, customers and business partners.

Organized as a flexible structure, based on performance oriented management, **tween|call** can efficiently answer to all exigencies in its field of activity. With each and every concluded project, **tween|call** reputation became more solid. Positive results obtained collaborating with companies from various industries — national and multinational — recommends us as being a reliable partner.

«ALL INCLUSIVE»
SOLUTIONS —
STARTING WITH
INCREASING
SALES VOLUME
AND CONTINUING
WITH REDUCING
ADMINISTRATIVE
COSTS.





WHEN COMES
TO PEOPLE, OUR
GUIDING VALUES
ARE:
OPERATIONAL
EFFICIENCY,
INNOVATION,
PASSION AND
LEADERSHIP.

TEAM

Successful call center services depends on credible, trained and motivated agents. Our approach has always been to recruit, train and retain the best telemarketing agents available. All of our agents receive both structured training and ongoing coaching. Responsibility, seriousness and can-do attitude are only a few of the “musts” that we take into account when recruiting our staff.

tween|call can satisfy the most complex technical requirements with a team of trained and certified developers on site — from automatic synchronized data bases to developing perfect compliant applications. We can deliver data, reports, statistics and results on time and according to precise client specifications. All client data is securely held and managed, in line with the industry best practice.

Every campaign or project we run, benefits from the same level of expertise and proactive management, spotting opportunities, feeding back market intelligence and getting the most out of every call.

Our mission is to promote innovation and professionalism. Our organizational culture is reflected in accountability, involvement and satisfaction of success. The mark of seriousness is reflected in all our activities, there by in the manner we respect our customers and partners, and in each employee's activity.

MISSION, VISION, VALUES

MISSION

To offer the companies an innovative alternative to build a long term, profitable business relation with their customers.

VISION

We are recognized by customers and competitors as being the leader of call center services market thanks to the quality of the services provided, the organizations capacity of innovation and employees passion.

VALUES

Passion – for what we do, for our customers, for what we like, for our achievements and failures.

Creativity – makes us different. Else than the others, maybe not always better or worse, but different. And therefore we are remarked and we become memorable.

Efficiency – the results are that count. Efficiency gave us the chance to continue to exist and transformed us into winners.

Leadership – we lead the game! We are able to take risks and make decisions.

WE AIM

1. To be recognized as the best Call Center services provider in Romania.
2. To be appreciated for the experience we offer to our clients that should exceed their expectations.
3. To become a standard of operational efficiency for the companies in the field of services distribution.

ON THE PATH OF
EXCELLENCE FROM
THE START AND
UP TO THE BEST
FINISH. WHEN IT
COMES TO RESULTS
WE ARE
CREATED FOR
PERFORMANCE.





THE PERFECT
BALANCE BETWEEN
KNOW-HOW AND
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TECHNICAL COMPLIANCE

The Call Center Application was developed under internal business needs for a professional Call Center and in accordance with the requirements of data security required by ANSPDCP.

The application is created on a LAMP (Linux - Apache - MySQL - PHP) platform and is structured on several levels of secure access

Technical Systems

- › Web based features – that allows listening the performed calls and view generated reports live – online;
- › Generating scripts and reports in real time;
- › Recording scripts and call process;
- › Digital Voice Recordings;
- › Generating statistic reports containing detailed information, executive summary, collected feedback from each user, and other collateral information;
- › A web based front end allows customized call flow and scripting with unrivaled flexibility, which links to our SQL servers for outstanding database integrity and security.

Dynamic scripts according to project specifications.

Besides working hours – an automated reply with a mini guide of information, created in IVR (Interactive Voice Response).

Telephony system

- › Integrated PABX System;
- › IVR and Reporting System;
- › Unlimited number of extensions;
- › Selective and specifying routing and real time monitoring of calls;
- › Call administration systems that offers the possibility of automatic dialing.

SERVICES PORTFOLIO

Profiling – Databases

- › Building database
- › Update database
- › Hiring database

Marketing Services

- › Direct Marketing
 - Direct Mailing
 - SMS
 - Direct e-mailing
- › Telemarketing:
 - Surveys
 - Questionnaires
 - Welcome Call/Courtesy Call
 - Events Support
 - Mysterious client/Mystery Shopping
 - Info/Communication

Sales

- › Lead Generation
- › Telesales:
 - Upsell
 - Cross-Sell
 - Hunting
- › Inbound Sales
- › End-to-End Sales

Customer Care

- › Customer Service:
 - Customer Support
 - Infoline
 - Hotline
 - Help Desk
 - Dispatch/Appointments
 - Suggestion/Complaints
- › Retention
 - Retention (proactive/reactive)
 - Contract Renewal

Collection

- › Debt Reminder
- › Invoice Issue Notify
- › Early/Soft Collection

BPO

- › Backoffice: order processing, sales, activations
- › Websites Documentation
- › Forums/Websites Monitoring/Moderation
- › IT Services
- › Virtual Office

WE ARE
COMMITTED TO
OUR PROFESSION
AND TRULY
PASSIONATE
TO OBTAIN
RESULTS FOR OUR
CUSTOMERS AND
SO, FOR US.





WE BUILD
LONG TERM
RELATIONSHIPS
WITH OUR
CUSTOMERS
BASED ON A
SIMPLE BUSINESS
PRINCIPLE:
"WIN-WIN".

ADVANTAGES & BENEFITS

Advantages

- › Structured approach of the campaigns and the possibility to implement integrated solutions;
- › Using the experience and infrastructure of tween|call (efficient telecommunication systems, advanced Web-based call center software) without needing further supplementary investments from your part;
- › Global vision on the entire project and the possibility to monitor and control each stage of the campaign will bring superior results;
- › Transparency – statistic reports offered periodically or upon request, containing detailed information, executive summary, collected feedback from each user, and other collateral information;
- › Developing a strong relationship between your company and its clients and increasing revenue by encouraging sales and simplifying the relation and contact with the company.

Benefits

- › Increase company awareness and reduce costs of acquisition and retention for each client;
- › Increase customer loyalty, which will lead to an increase in profitability;
- › Increased business volume and market share through rapid territorial expansion and attract a consistent portfolio of new customers;
- › The ability to continue expanding at a sustained pace through the partnership with a supplier able to provide services at national level;
- › Increase employee productivity by eliminating time devoted contacting potential customers;
- › Increased profitability due to shorten company sale process and costs associated with it;
- › Cost control – can carry out accurate calculations on the effectiveness of the campaign by calculating the exact expenditure undertaken and the results generated by the action.

tween|call

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