

## WEB ENABLED SERVICES



### Customer Acquisition

No business can survive without a regular flow of new sales leads. However, with the constriction of marketing budgets, the cost of obtaining each lead has become a vital issue. Even more important is the value that each eventual sale brings to the company. A well-managed customer contact center can be a powerful tool for customer acquisition.

► **constriction of marketing budgets**

► **Product information requests**

GO4CUSTOMER's solutions capitalize on each customer contact, allowing each customer to analyze its customer database for more sophisticated targeting in future sales campaigns. Different offers and approaches can easily be tested. By tracking customer value over time against the cost of acquisition, it is possible to steadily improve the quality of new customers while reducing the cost of winning them.

#### Finding and winning new customers with GO4CUSTOMER through:

- **Inbound sales**
- **Outbound sales**
- **Order taking**
- **Lead generation**
- **Product information requests**
- **Subscription renewals**
- **Database cleaning and updating**



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- ▶ constriction of marketing budgets
- ▶ Product information requests

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