


Televerde

 Outsourced demand creation agency providing a range of offerings with teleservices at the core

Services include lead generation and qualification, lead nurturing and event recruitment

Large proprietary database is an advantage from both a lead generation and contact validation/enhancement perspective

Over the years, the b-to-b sales and marketing services landscape has expanded rapidly, as executives in these functions become more comfortable outsourcing – whether temporarily or permanently – a series of jobs to third-party providers. In an attempt to capture more of a growing services pie, a number of vendors in the teleservices space have expanded their offerings; Televerde is a perfect example of this trend.

Though the bulk of Televerde’s business is still conducted using the telephone, the organization has added consulting, data services, market research, specialty marketing services and lead nurturing to its mix. As a result, it now works with a range of functions, including marketing, field sales and channel management.

Pricing for Televerde’s offerings is dependent on how an agreement is structured. Typical arrangements include full-time equivalent, where a client commits to a number of Televerde reps who will implement campaigns over a fixed period; attempts-based, where payment is based on a pre-determined quantity of dials; and performance-based, where the company’s clients commit to paying a fixed amount for each qualified opportunity delivered.

All pricing models are ultimately based on an hourly rate that ranges between \$30 and \$75 depending on the skill level of the rep required; if a project requires engaging CIOs in large companies, for example, Televerde will assign its top (and thus most expensive) reps. Engagements

may begin as short-term pilot programs (ranging from one to two weeks in length) to help Televerde set realistic expectations with a new client.

SERVICE OFFERINGS

In our Mission Critical Report titled “Teleprospecting,” we divided the generic function of inside sales into six core categories. Two of them – telemarketing and teleprospecting – are most commonly outsourced. In these categories, Televerde’s capabilities include:

- *Telemarketing: contact acquisition/account intelligence.* Televerde uses its own database (sub-branded as Exactus) of roughly 4.6 million contacts in more than 2 million organizations to validate and enrich client data records. Its reps can also be used for contact discovery and account intelligence, resulting in the creation of new contacts and the completion of current records. An account profiling service provides business intelligence about target accounts, including collection of multiple core data points plus contact information. Access to segmented target market data sets (comprised of organizational records and contacts); consultation on market selection, data, messaging and profiling strategy; a dedicated campaign management and market specialist team; and

VENDOR AT-A-GLANCE: TELEVERDE

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Client Roster

Avnet
 FICO
 Hitachi Consulting
 Meraki
 Premier Anesthesia
 SAP

Operations

Revenue: \$11MM-\$20MM
 Employees: 350 (75 percent contracted)
 Global Presence: Asia-Pacific, EMEA, Latin America
 Key Industries Served: Healthcare, High Technology

access to Televerde's Web-based portal for delivery of new contact profiles are also offered.

- *Telemarketing: event recruitment.* Televerde will recruit, register and confirm attendees for live and online events, using names from either its proprietary database or a client's list. Its services include consultation on event recruitment strategy, target market selection and messaging; and access to its portal for event registration reports, attendee data and performance metrics.
- *Teleprospecting: lead generation/qualification.* Televerde's lead generation service is geared to originate net new demand within a client's target markets, using either outbound or inbound telephone-based resources. Its lead qualification and nurture services take existing prospects and further qualifies them through a combination of telephone and digital means according to a client's desired criteria levels. Televerde also includes data matching against its database to ensure record accuracy; live call monitoring and branded inbound call services; ongoing progress reviews and training for campaign improvement; and access to the portal for the delivery of qualified leads, as well as reporting.
- *Teleprospecting: appointment setting.* Televerde will work with a client to develop a script that reps will use to call prospects (from either its database or a client's) and generate enough interest that the prospect agrees to meet with a field rep or channel partner. Included in the service is consultation on market selection, data and campaign strategy; ongoing progress reviews and training for campaign improvement; live call monitoring; and access to the portal for appointment delivery and reporting.

Televerde also offers telesales services and solutions specifically for channel partners. The telesales service acts as an outsourced extension of a sales force, focused on generating, qualifying and closing sales leads. Channel partner solutions include appointment setting, event promotion and recruitment, new lead generation, market and account intelligence gathering, and lead qualification.

IMPLEMENTATION AND DELIVERY

We've consistently found that teleservices vendors that do not build the proper processes and infrastructure around people providing their services are much less likely to drive consistent results. Our analysis of Televerde along this dimension we call "implementation and delivery" follows:

- *Database.* Televerde owns and continuously updates a large pro-

prietary database. Its reps gather new data and insights on each call they make; when combined with its data partnerships and a proprietary Web site scraping engine, it is able to refresh more than 1 million new data points each year. Its records typically include full contact information, demographics, firmographics, technology installed base, revenue and industry, along with any relevant notes captured by a rep.

- *Training/certification.* Training for Televerde's reps is provided by the vendor and its clients; on average, each rep receives approximately 170 hours of training annually. Initial training for new reps lasts four weeks and covers Televerde's proprietary software and technology platforms, business communications, dialogue-based marketing techniques, technology market analysis and its sales strategy. Engagement-specific training is delivered prior to project kickoff, and augmented as necessary based on results. New reps must pass an internal certification process before they can begin working, and all reps must pass additional certification processes for each campaign to which they are assigned.

- *Pre-implementation.* Televerde has a structured client onboarding process that averages between 10 and 15 days; it can be shortened to as little as 2 business days if required. Onboarding begins by assigning a dedicated campaign team that will conduct research on the client and their market, products, positioning, competition and any other relevant factors. The process also includes a kickoff meeting; agent training and certification; development of interactive discussion guides (calling scripts); a round of test calls; and review of strategy, approach, objectives and materials by a manager to ensure all campaign elements are in place.

- *Technology.* Televerde is an organization that relies on several proprietary systems and technologies. Intelegility – its Web-based portal – allows clients to receive new leads and a variety of reports, including a continuously updated campaign overview, pipeline and forecast reports, leads by geography, rep and campaign, and a report on data and insights gathered on each call. Other proprietary technology includes Intelesight (a customized call center data management system), a Web-based tool that helps Televerde determine an organization's technology installed base, and a data cleansing application.

THE SIRIUS DECISION

One of Televerde's primary differentiators is that the vast majority of its reps are women who have been or are currently incarcerated. While at first blush this may cause some consternation, Televerde has developed

processes and technologies that not only make this a viable approach, but also create several benefits for its clients. First, it employs a rigorous screening, training and certification program that all reps must pass before they begin working; since turnover is very low, the level of skills and market expertise its reps possess often becomes quite advanced over time. SiriusDecisions visited Televerde's call center and observed

these reps at work in the Arizona State Prison in Perryville, and found it to be a professional environment with a dedicated, knowledgeable and enthusiastic workforce. The scope of Televerde's services and experience, combined with its channel capabilities and significant proprietary database positions it as a demand creation partner worth considering, especially for b-to-b companies with complex technology offerings.