

# List Management



Having accurate business information ensures *more* targeted marketing campaigns, *higher* penetration rates, & *better* overall campaign results. **Callbox' telemarketing services** make all of that possible by deploying competent professional telemarketers & list managers to make sure you only get *clean, accurate, and standardized database.*

Our List Management Service includes:

- Database Validation / Verification
- Data Cleansing / Scrubbing
- Database / Customer Profiling

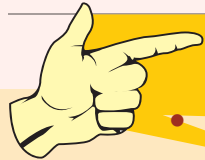
Having accurate business information ensures more targeted marketing campaigns, higher penetration rates, and better overall campaign results. Callbox' telemarketing services make all of that possible by deploying competent professional telemarketers and list managers to make sure you only get clean, accurate, and standardized database. We provide professional list management services vspanning a broad cross-section of industries including retail, financial, legal, education, telecommunications, hospitality, medical and healthcare, utility, manufacturing, and others.

### Clean, Accurate, Updated Lists

Using our cross-trained data professionals, we use efficient data validation techniques to track down and verify each entry in your business lists. We telephone each company to confirm website information, e-mail IDs, postal codes, business contact information, and retrieve any missing detail. We also conduct data cleansing to take out dead leads, wrong numbers and addresses, duplicate entries, and leads that do not match your preferred criteria.

To further increase your chances of getting hot and warm leads, we profile your prospects and collect relevant information about your market demographics. We conduct data profiling and customer surveys through telemarketing in order to eliminate "gone aways" from your contacts database, and keep you updated on the latest organizational changes especially in fast-moving companies. By so doing, you are assured that your marketing campaigns hit the right targets, resulting in more successful closes and substantial repeat business.

Contact us today to learn more about our List Management Services.



## Other Services We Offer!

- Appointment Setting & Lead Generation
  - Telephone Survey
- Web Design
  - Search Engine Optimization
- Social Media Marketing
  - Event Telemarketing
- Targeted Call Lists

CALLBOX is an award-winning Sales and Marketing Company, providing world class customer contact services, IT, and other business solutions for clients from major countries around the globe. As a sales and marketing company, we provide global market access to medium-sized and large enterprises through direct marketing, web marketing, sales support database services, and advanced workforce management.

## About Callbox

