



answerNet WHITE PAPER

Outbound Calling Campaigns
*Evaluating the costs and options and
deciding what a successful campaign is worth*

About AnswerNet

AnswerNet is the largest privately held telemessaging company in the world and a full-service provider of inbound, outbound, automated, electronic and business process outsourcing (BPO) call center services.

AnswerNet operates over 50 contact centers within the continental United States, Canada and one near-shore location in Costa Rica.

We provide a wide range of services, from our core capabilities of telephone answering, hotlines, customer service sales, lead qualification and market research to a variety of business process outsourcing options including CRM hosting, email management and order processing.

Outbound Calling Campaigns

When considering an outbound calling campaign, you will have questions about budgets, return on your investment and the kind of calling campaign you need. AnswerNet can help.

What should you expect to pay?

An outbound calling campaign using U.S. or Canadian agents will run between \$25 and \$35 per person, per hour. You should expect to be charged a setup fee, possibly a training fee, a test phase fee and the hourly rate for each hour an agent calls on your program.

But in reality, the cost of the campaign is not what is most meaningful. The real question is, “what is your return on investment?”

What is your success worth?

The equation is very straightforward: **Revenue generated by success – (Cost of campaign + Cost of product or service) = Profit.** Not a sales campaign? That doesn't matter. The same equation applies to all kinds of calls. Just replace revenue with number of people reached, number of recalls complete or whatever metric you use to measure a win. The point is that your success has a dollar value, and hitting that value will spur your business or cause to greater profitability, audience penetration or sustainability.

Types of outbound calling campaigns

When you think of outbound calling, the first thing to come to mind is probably telemarketing, right? The truth is, professional outbound calling campaigns serve a wide variety of business needs.

Outbound calling can include lead generation, appointment setting, telesales, customer service, polling, surveys and market research, registration follow-up, educational applications, employment verification – all of which can be handled by a quality outbound organization like AnswerNet.