



Greenwood & Hall
Relationship Management Solutions

Managing the Customer Lifecycle

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Industry Topics

- **Identify and Target Quality Leads to Achieve Higher Closing Rates**
 - Integrate a Proven Process
- **Impact Bottom Line: Increase Profitable Revenue and Reduce Operating Costs**
- **Shorten Sales Cycle**
- **Effective Offline and Online Marketing Solutions to Augment Current Strategies**
 - Media, Print, Phone and Web
 - Several Customer 'Touchpoints'
- **Referral Sources Dried Up?**

Call To Action

- **Online and Offline Marketing Strategies**
 - Media Placement and Production
 - Direct Mail
 - Co-Registration and 'Opt-In' Advertising
 - Using the Phone to Stimulate Response and Maintain Loyalty

After Sale Support

- **Free Up Resources**
 - Assist in Account Management
 - Customer Retention and Loyalty

Mortgage Marketing Solutions

- **Inbound Lead Qualification (Live Call Capture)**
 - Direct Response Marketing
 - Highly-Trained Agent Resources
 - Batch, Live Transfer, Match Lenders

- **Outbound, Compliant Telemarketing and Customer Service Support**
 - Qualify
 - Live Transfer
 - Customized Criteria
 - Low Risk
 - Credit Repair
 - Satisfaction Surveys
 - Conditions and Questions

Technology & Integration

- **Customized Fields and Delivery Options**
 - Real-Time Data Capture and Transfer
 - Web Pop or Screen Integration to Centralize Data

- **Web-Based Client Management**
 - Real-Time Reports
 - Call Monitoring

Managing the Customer Lifecycle...

■ End-to-End Solutions

- Media, Contact Center, CRM, and Logistics

■ Ability to Customize

■ Capacity

- Extensive Media/Production Resources
- Live Call Center Network: 2,700 Stations
- IVR Network: Over 6,000 Ports
- Logistics: Multiple warehouse locations

■ Response

- Comprehensive Project Management
- 2-4 Hour Response Time
- Quick Implementation & Same Day Changes