

Using the Daniels Communications Call Center and Fulfillment Service



Daniels Communications, Inc.

Many of Daniels Graphics' customers don't know we also have a call center and fulfillment service under the name of Daniels Communications. Until recently, the communications center was located in downtown Asheville. Today, it is adjacent to the Daniels Graphics facility on Sweeten Creek Road.

As a Daniels Graphics customer, how might I use Daniels Communications?

There are two main services offered by Daniels Communications. Let's look at each one separately:

Call Center – We operate a 24/7/365 call center that takes inbound calls for you. We can assign you a toll-free number of your own, adding another layer to your marketing efforts by conducting common marketing tactics on your behalf. We can create an automated portion of your project to reduce costs while still offering a live operator when needed. Our solutions are never “cookie-cutter,” but customized to meet your specific needs.

Common Applications

- ☆ Sales Lead Gathering
- ☆ Customer Surveys
- ☆ Dealer Locator
- ☆ FAQ Hotline
- ☆ Trade Show Registration
- ☆ Order Taking/Payment Verification
- ☆ Database Management
- ☆ All Forms of Information Requests

Fulfillment

When our call center takes a request for catalogs or literature, we then pick, pack, and ship it (known as “fulfillment”). We can include personalized letters in the shipment and customize each request to only contain the information the caller wanted. Again, to reduce costs, we can automate much of this process and only offer a live operator if needed. Fulfillment does not necessarily need to be attached to a telephone call request, since we also download and complete orders directly from existing customer web sites and other formats.

Common Applications

- ☆ Remote Sales Staff Needs Literature
- ☆ Dealers/Retailers Requesting Catalogs
- ☆ Trade Associations Providing Info to Members
- ☆ Manufacturers with Spec Sheets, White Papers, etc.

Case Study

One of our customers uses our call center to take requests for their retail catalog. When the call comes in, we take the mailing information, mail the catalog, and tell the caller where the closest retail store is located. Once each month, we send our customer a report showing the call details. Here's the interesting catch: Our customer uses a different toll-free number in different magazine print ads. We can tell the customer how many calls came in under each toll-free number, hereby telling our customer which of their ads was most effective! Our customer then uses this information to negotiate ad rates and decide where to spend his marketing dollars.

Same Representative – More Services

Since both Daniels Graphics and Daniels Communications fall under the same parent company, your Daniels Graphics salesperson is still your main point of contact. He or she may bring in experts from Daniels Communications, but you still have a single main point of contact.

Want to see pictures?

Check out the pictures of our new garden and inside the Daniels Communications operation [right here.](#)