



Optimizing Customer Engagement

**Contact Center and Contest Management
Consulting Strategies for Enhanced Brand Success.**

June 2023

In today's competitive business landscape, customer engagement is key to brand success. Explore how contact center and contest management consulting strategies can enhance your brand's customer engagement and drive success.

Take Customer Engagement to the next level.

In today's competitive business landscape, effective customer engagement plays a critical role in driving brand success.



The **contact center** serves as a pivotal touchpoint for brands to provide superior customer support, issue resolution, and multi-channel communication. By ensuring efficient and personalized interactions, contact centers contribute to building strong customer relationships, reputation management, and valuable customer insights.



Additionally, **contest management** consulting services offer brands a strategic approach to leverage contests and promotions as powerful tools for customer engagement. Contests not only increase brand awareness but also generate user-generated content, drive sales, and enhance brand loyalty.

By adopting best practices and implementing tailored strategies offered by contact center and contest management consulting services, **brands can unlock their full potential** for customer engagement and position themselves for sustained growth in a competitive marketplace.

It is no surprise that the global contact center market was valued at over \$35 billion in 2020 and is expected to reach around **\$72 billion by 2027**, with a CAGR of approximately 10% during the forecast period.

Why contact center is important for your brand?

Contact centers are important for brands because they:

1. Provide **customer support and issue resolution**, ensuring customer satisfaction and loyalty.
2. Enable **multi-channel communication**, accommodating customers' preferences and enhancing accessibility.
3. Manage **brand reputation** by serving as frontline representatives, delivering professional and prompt assistance.
4. Gather **customer feedback and insights**, helping brands improve products and services.
5. Create **sales and upselling opportunities**, contributing to revenue growth.
6. Foster **customer retention and loyalty** through personalized and satisfactory support.
7. **Differentiate** brands in competitive markets by delivering exceptional customer experiences.

In summary, contact centers play **a vital role** in ensuring positive customer experiences, maintaining strong brand-customer relationships, and driving long-term brand success.



Why contests are important for your brand?

Contests offer significant advantages for brands:

1. **Increase brand awareness** by leveraging contests to reach a wider audience and create buzz.
2. **Generate user-generated content** through contests to showcase authentic testimonials and endorsements.
3. **Drive social media engagement** by encouraging participation, sharing, and interaction on various platforms.
4. **Collect valuable customer data** by incorporating entry requirements such as registration forms or surveys.
5. **Boost sales and acquire new customers** by using contests to incentivize purchases or referrals.
6. **Differentiate the brand** by offering unique prizes, innovative mechanics, and aligning contests with brand values.
7. **Enhance customer engagement** and loyalty by creating interactive experiences and emotional connections through contests.

By leveraging contests effectively, brands can elevate visibility, inspire content creation, engage on social media, gather customer insights, drive revenue, stand out, and foster lasting customer relationships.



At Care Direct, we are proud to offer comprehensive solutions for both contact center and contest management needs. With our expertise and advanced capabilities, we ensure seamless operations and exceptional outcomes for both aspects of your business.

Contact Center

- Dedicated team of skilled agents trained in delivering outstanding customer service
- Multi-channel support, including phone, email, chat, and social media
- Unified platform for efficient management and tracking of customer interactions
- Automation and advanced technologies for intelligent call routing and automated responses
- Data-driven insights and reporting for improved decision-making and agent performance

Contest Management

- Customized contest entry forms and participant registration microsite
- Participant database management and organization
- Real-time analytics for tracking contest performance and participant demographics
- Branding and visual identity development for a cohesive brand experience
- Automation of repetitive tasks related to contest management
- Integration with CRM platforms for efficient data flow and streamlined operations
- Logistics and courier coordination for prize distribution
- Warehousing and inventory management for contest-related gifts and prizes

Case Study

NOYNOY Basketaki contest management.

Care Direct played a pivotal role in managing contest entries of NOYNOY Basketaki, providing exceptional customer service to winners and handle winners announcement.

The deliverables within the project scope include:

- Handled inbound calls and requests through phone and email, providing excellent customer support.
- Managed a collection of participations with efficiency and accuracy.
- Counted and categorized participations into valid, invalid, and incomplete entries.
- Handled the entire entry management process, ensuring proper recording and handling.
- Facilitated SMS entries and maintained a comprehensive archive of all participations.
- Implemented strict protocols for the secure destruction of holdings when required.



Project highlights:

- Managed approximately 20,000 inbound calls from competition winners
- Handled over 20 participation envelopes
- Dispatched over 30,000 SMS messages

Case Study

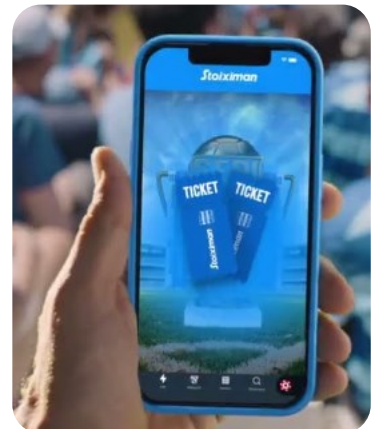
Stoiximan free tickets for Super League

On behalf of Stoiximan, we successfully managed registrations, conducted draws, announced winners, verified addresses through outbound calls, and efficiently dispatched football match free tickets. Our commitment to exceptional customer service ensured a smooth and satisfying experience for all participants.

The deliverables within the project scope include:

- Received participations from the client's microsite.
- Handled the draw process for each football match.
- Announced the winners of the campaign.
- Conducted outbound calls to verify winners' addresses.
- Ensured the secure and timely delivery of tickets via courier.

Stoiximan



Project highlights:

- Managed 42,619 valid entries
- Conducted 50 draws for football matches
- Selected and announced 150 winners via calls
- Dispatched 150 tickets to the winners via courier

Case Study

BAT full contact center experience

Following a successful collaboration until 2020 and with extensive experience in customer service, Care Direct has taken on the comprehensive communication management for BAT brands in Greece and Cyprus. This encompasses full contact center services, efficient CRM management, voice recording, and various other essential services to ensure effective communication with customers.

The deliverables within the project scope include:

- Handling of inbound calls and requests through phone and email
- Handling of outbound calls
- Chat Box Message Handling through CRM platform
- Case Management Handling through CRM platform
- Voice recording of Adverse Effects
- Database Collection during call
- Database clearing



Project highlights (until 2018):

- Handled 3,000 inbound calls
- Maintained a service level of 97%
- Achieved an average answer time of 5 seconds
- Conducted 8,000 outbound calls
- Handled 255 emails
- Managed 150 cases through the CRM platform's chat box messaging system
- Successfully handled 460 cases using the CRM platform's case management feature.

Case Study

Tenasynseola loyalty program

In partnership with Essity, we have optimized and expanded our Tenasynseola loyalty program, enhancing the customer experience. Through custom APIs, we automated processes and created an unmatched user experience. Our commitment to innovation and customer satisfaction drives us forward.

The deliverables within the project scope include:

- Optimization and integration of the CRM automations in the program (dynamics365)
- Social Media lead generation management
- Inbound handling of consumers requests
- Outbound service
- Email campaign management
- Consumer database handling
- Orders management
- Delivery of samples at home via courier
- Warehousing of product samples



Project highlights:

- 30,000 orders managed and samples dispatched per year
- Over 20 inbound calls and 2,000 outbound calls handled annually
- Dispatched more than 20 customized newsletters
- Developed 10+ automation APIs for process streamlining

Case Study

Mars Customer Care Line

Since 2018, we have been entrusted with handling customer care support for Pedigree, effectively managing inbound and outbound product inquiries and addressing customer questions. In 2022, our collaboration expanded to encompass all Mars products, allowing us to extend our expertise and support to a broader range of services.

The deliverables within the project scope include:

- Handled inbound calls and requests through phone and email, providing excellent customer support.
- Handled outbound calls to answer to customer requests
- Full range of product usage consulting provided for all Mars products.

MARS



Project highlights:

- Handled 1,100 inbound calls per year
- Maintained a service level of 97%
- Achieved an average answer time of 5 seconds
- Conducted 2,000 outbound calls per year
- Responded to 700 emails per year

For any questions or inquiries:

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