

Carpeo Innovation Event

November 2009

Welcome!

The Good News

Covey would be proud!!

Today is about sharpening the saw.....

...The Others

- Think win-win
- Begin with the end in mind
- Time management
- Synergy
- Be proactive
- Understand then be understood

The Other Good News!

We're all sane.....

Definition of Insanity

“Doing the same thing but expecting a different result”

Carpeo

- Driven by a vision
- Lead by people who know how it feels to be a customer of outsourcing
- Focused on our brand
- Focused on performance and culture
- Blending of the key ingredients of customer contact
- Innovation + People = Success

Why Innovation Matters

- Every landscape becoming more competitive
- Most managers have only experienced boom
- Recession effects call for a new curve of thinking
- Digital world changing contact strategy
- Traditional methods becoming tired
- Testing concepts difficult in house
- Data is gold dust
- Intelligence is the prospecting tool
- Making calls isn't intelligence

What We Do

- Become part of your business
- **Optimise** the activity
- **Integrate** into our operation
- **Transform** the outcome
- Provide world class operational support
- Inject strategic input
- Assist in enhancing your brand
- Improve the bottom line!

What We Do

- Become the co-driver on your journey
- Provide continuous improvement
- Collaborate not passive
- Leverage the experience
- Provide operational bandwidth
- Provide strategic bandwidth
- Benchmark internal operation – test and develop
- Rapidly scale based on results
- Become a seamless extension to your business

Carpeo Features

- Rapid set up at low cost
- Real time data driven strategies
- No IT hassles!
- Multi channel capability
- Campaigns become **“an entire system of activities”**
- Flexible and bespoke
- Not a blunt tool
- Not control freaksyou keep it

Entire System of Activities

- DM or E campaign
- Outbound call (not cold)
- Real time tracking of outcome
- Automated call back
- Data mining
- SMS follow up
- Outputs create a Propensity Model
- Refined campaigns improve the ROI

The People

- High Performance culture
- Academy Scheme provides quality framework
- **Results** not activity focused
- Flexible
- Brand (**your**) ambassadors
- Carpeo (**our**) ambassadors
- Focused on the future – not today

Outsource?

- Is expensive (it isn't)
- Lost control (more control)
- Results once a week (real time data)
- IT prohibitive (no IT dependency)
- Fresh minds – no baggage
- Incubated (not on a ward)
- Core – none core?
- Increased bandwidth
- Variable cost

The Summary

- We're young and different
- We intend to stay that way
- We're obsessed about results
- We're flexible
- We have the best technology
- We will deliver
- You'll enjoy the journey

The Faith

- We fly on our own planes
- Royal Mail
- Forest Holidays

Thank You!