

# AUSTRALIA'S NUMBER 1 OUTSOURCED CALL CENTRE

TELEMARKETING | LEAD GENERATION | CUSTOMER CARE  
TELSURVEYING | APPOINTMENT SETTING



The most effective way to grow  
your business!

# ABOUT US

Imperatif Call Centre Partners are a state-of-the-art Australian contact centre and direct marketing company specialising in both inbound and outbound services.

Imperatif's Australian Call Centre can help grow your customer base and increase your revenue performance with our proven direct marketing techniques.

With many years' experience designing and implementing outbound lead generation campaigns, we are experts in generating high quality leads for our clients that turn into real sales.

We are Brisbane owned and operated however service many clients all around Australia



# WHAT WE DO



## Telemarketing

Imperatif specializes in running outbound telemarketing services such as tele sales, lead generation, market research and database cleansing, as well as follow-up calls. Imperatif's experienced outbound teams will contact your potential customers and make qualified appointments for your sales teams. Leave it to our professional telemarketing staff to get prospects meeting with your teams, and your sales staff can spend more time selling.



## Live Chat

Live web-based chat services are available to ensure that your potential and existing customers always have access to a friendly, knowledgeable agent or if automated they can have access to the right answer at the right time via knowledge portals.



## Lead Generation

Combine our inbound and outbound call centre experience with our expert lead generation services such as SEO, SEM or brochure distribution for a package that drives your ongoing profitability.



## Customer Care

We are very experienced in partnering with many varied businesses from all different types of industries around Australia to implement and manage high performing inbound or outbound customer care programs. This can be anything from complaint management, customer orders & updates, all the way through to highly trained, multilingual, support hotlines.



## Overflow

Our overflow telephone support lines are always available to ensure that every caller to your business has a friendly professional acting on behalf of your business at the end of the line. Ensure that you never miss a call from your customers.



## Phone Answering Service

Imperatif's professional phone answering service can supplement your own call centre services and facilities. We offer extended opening hours and a greatly increased call capacity meaning that you never miss a call.

# PROVEN SUCCESS

## MERCEDES BENZ BRISBANE

Recently we collaborated with Mercedes-Benz Brisbane, one of Australia's largest and most successful Automotive Dealerships, to develop and undertake a highly polished outbound telemarketing campaign targeted to existing and new premium automotive clients.

The goal of the campaign was to not only increase sales traffic to the dealership but also ensure that the customers believe our Imperatif phone staff are actually Mercedes-Benz Brisbane staff and as such have the on-hand knowledge to assist with any questions or objections.

Via Imperatif utilising our telemarketing campaign expertise, understanding our client's business, using our world class CRM system and most importantly employing only the best Australian Telemarketers, we ensured this campaign, like so many others, was a winner:



**300**  
CALLS



**120**  
QUALITY  
SALES LEADS

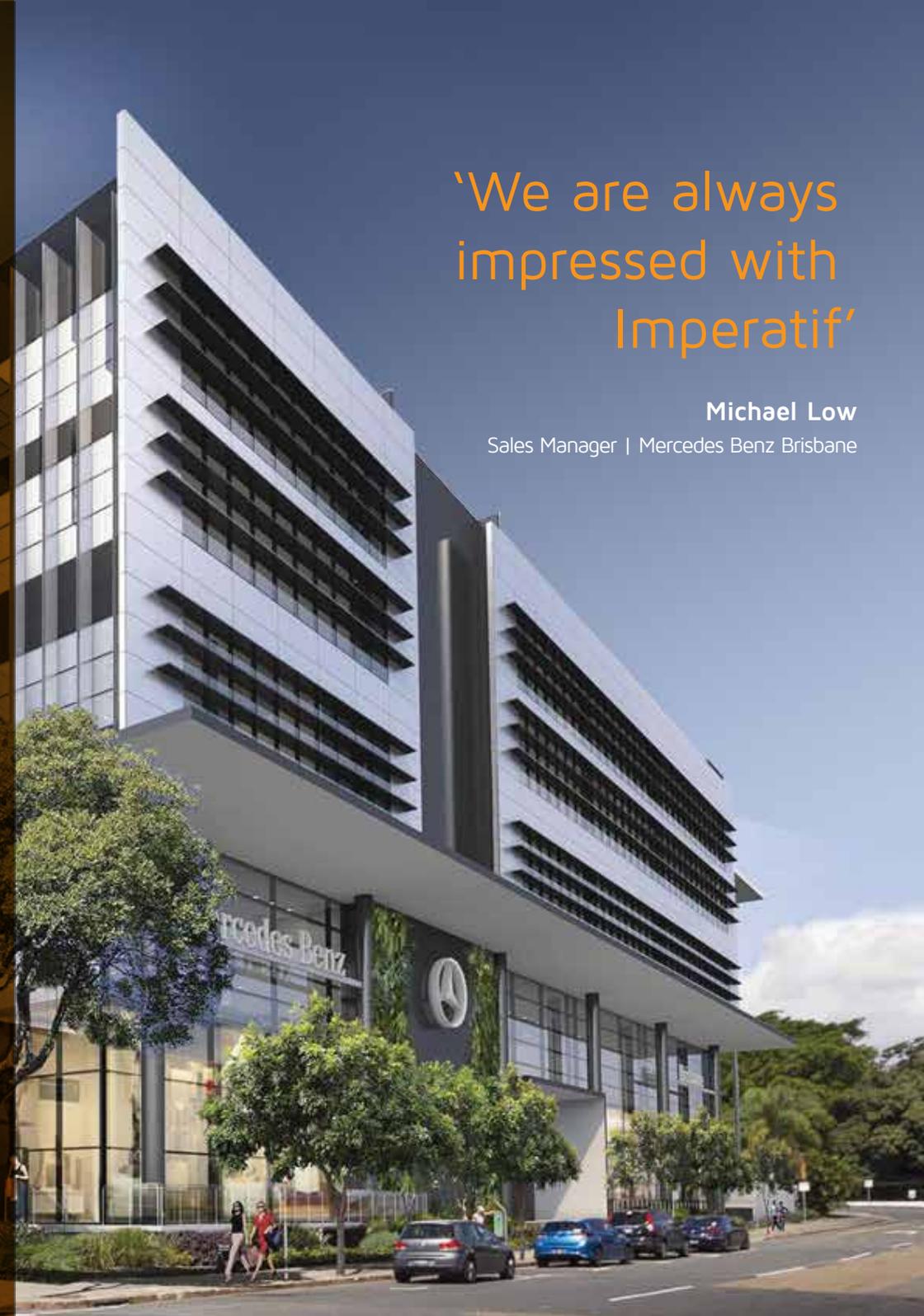


**75**  
NEW CARS  
SOLD

'We are always  
impressed with  
Imperatif'

**Michael Low**

Sales Manager | Mercedes Benz Brisbane



# PROVEN SUCCESS

## BRISBANE WINDOW & SOLAR PANEL CLEANING

Imperatif partnered with newly founded Brisbane Window and Solar Panel Cleaning in late 2021 with the core focus of taking a new Brisbane based cleaning business with only two staff members with only 15 regular clients into being the largest cleaning company of its type in Queensland.

With Imperatif collecting potential client data, tailoring an electronic marketing campaign, and following that campaign up with our professional telemarketing team making outbound calls, within 12 months Brisbane Window & Solar Panel Cleaning had an incredible increase of 245 new clients.

Using Imperatif's combined marketing and customer service programs such as SMS marketing, inbound customer service calls and digital marketing, Brisbane Window and Solar Panel Cleaning are now the largest window cleaning company in Queensland. They now employ 13 full time staff members across Brisbane and continue to grow.

'Imperatif has been an excellent partner for us, we work together to come up with new ways to gain clients and get repeat ones and they always work perfectly.' Paul Laws - Director | Brisbane Window & Solar Panel Cleaning

'Imperatif has been  
an excellent partner  
for us'

**John Nelson**

Director | Brisbane Window & Solar Panel Cleaning



# ITS ALL ABOUT THE STAFF

Our approach to staffing and our call centre team is totally unique to any other call centre globally. Most of our staff are currently undertaking degrees in various disciplines such as law, business, marketing and IT and are selected based on their suitability to our clients' outsourcing needs.

Imperatif strive to provide the perfect work environment and job flexibility for our employees whilst they study, thereby bringing an unrivalled amount of professionalism and energy to all our clients programs.

With the highest rates of remuneration in the industry, flexible working patterns, a fun environment and ever-changing campaigns, we enjoy the highest industry rates of staff retention and staff satisfaction which always translates into great results for our clients.

# WHERE ARE WE?

Imperatif Call Centre partners are firmly based in Brisbane and employ only local staff who operate from our Brisbane Call Centre. All of our clients have easy access to our employees at any time. Why not pop in for a coffee and meet the team?



## MEET ELLEN STOWER

I am a 21-year-old full-time university student. I study a dual degree of law & business, so the flexibility working at Imperatif provides is 'imperative' to maintaining a good work/life balance. Having landed Imperatif as my first job was a stroke of undeserved good luck. I'm thoroughly enjoying my time here, its relaxed environment promotes friendly competition for the best results. I have become the unofficial event organizer for the company, so I enjoy getting the team together whenever Chris kindly foots the bill. When I'm not studying, or working, I will be hanging out with friends, getting to the beach or reading a good book.

# PROVEN SUCCESS

## OLDER PERSONS ADVOCACY NETWORK (OPAN)

OPAN are a national network of non-profit organisations giving voice to older people at every stage of their aged care experience and have partnered with Imperatif Call Centre partners in order to provide OPAN callers with a professional, sympathetic ear and the ability to ensure that caller gets the assistance they require.

The challenge for OPAN and Imperatif was to ensure that, as the callers may well be vulnerable elderly Australians, it is vital that all calls are answered promptly, professionally and the systems used to support the calls and the actions required after the calls not only operate in real time but also are highly dependable.

OPAN and Imperatif worked tirelessly to develop and implement an inbound support line that would be rigorously tested at all turns to provide vital support to some of the most vulnerable citizens in our society.

This system was implemented in 2021 and has been running ever since with constant updates and changes to tackle the ever-changing landscape of concerns for our clients and we are thrilled it has been an astounding success and an invaluable support to vulnerable Australians in our communities.



**21,321**

INBOUND CALLS



**97%**

ANSWERED  
ON TIME



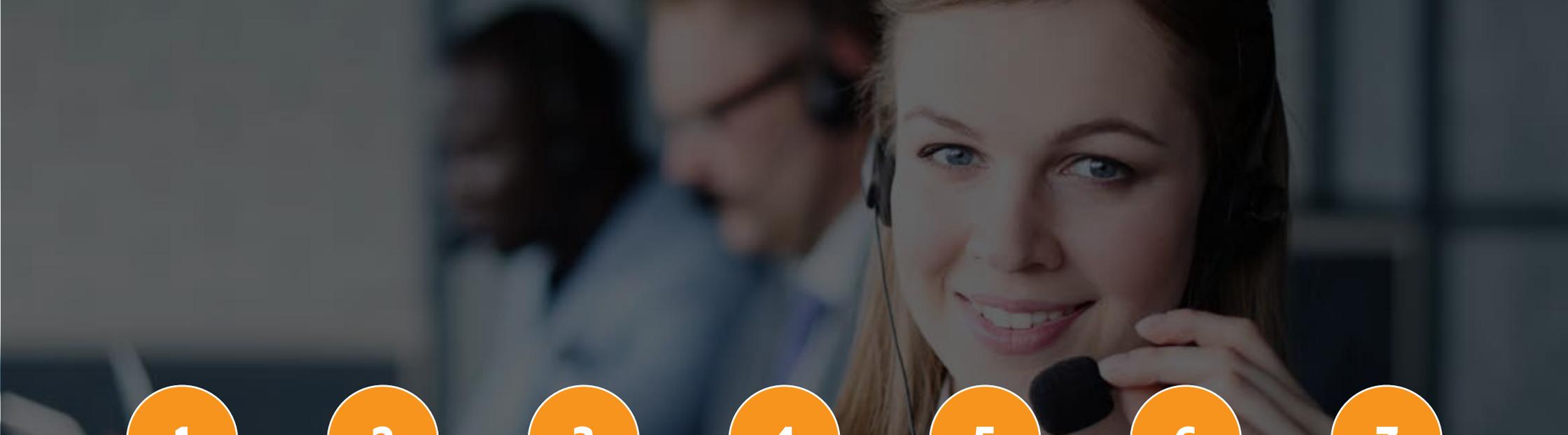
**87%**

RESOLVED  
FIRST TIME

**'OPAN is very satisfying for us, very little room for error and deep accountability but for such a worthy cause'**

**Paul McMahon**

Director – Imperatif Call centre Partners.



1

### Consultation & Quote

Your Imperatif Account Manager will work with you to understand every aspect of your business and service offering to design a winning solution that suits your business.

2

### Product & Service Orientation

Your Imperatif Account Manager and the specially selected Call Centre team will ensure that they are completely well versed in your business, customers, products, and services.

3

### Script & Process Collaboration

Our team will be working closely with you in order to develop a telephone call script and overall marketing approach that will ensure maximum returns on your investment.

4

### CRM set up and Data formatting

Our IT and CRM team will format our award-winning CRM system to be tailored to your data set and unique business processes. This will not only support the call centre staff but ensure that every bit of data is captured to ensure accurate measurable analytics and meaningful reporting.

5

### Reporting and Alert programming

We will ensure that relevant real time email alerts are programed and automated direct to your nominated staff's inbox every time we qualify a new lead, secure an appointment or assist your customer.

6

### Initial call recordings & tweaks

Imperatif always take a measured professional approach to our services therefore it is crucial that after the initial batch of calls (between 25-100) we stop and review. Pending this review between Imperatif and our client we will implement any changes to guarantee success.

7

### Go Live

Upon completing all necessary quality checks and system set up it is now time to go live. All you have to do is sit back and enjoy partnering with Imperatif, safe in the knowledge you and your customers are in the hands of call centre professionals.



## Jake Magill

National Seniors Australia

"Imperatif were contracted to assist with our 2016 acquisition activity. Chris and his team were at all times professional, courteous and responsive to our business needs. From initial briefings through to implementation and results reporting, the team demonstrated exactly why they are regarded as experts in their field. With their help, our direct response campaigns ran smoothly and effectively. They were willing to review and improve scripting 'on the hop' to ensure best results. We would have no hesitation in recommending Imperatif for your telemarketing needs."