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WinCALL

About WinCALL

WinCALL is one of the key business lines of WinTRADE BPO Company, which provides a full scale of business process outsourcing (BPO) services to their clients.
WinCALL contact center delivers a full range of sales outsourcing and customer services for Ukrainian and foreign customers from various business areas.
WinCALL is an efficient team of top Ukrainian experts of sales and customer services in B2B and B2C segments that works efficiently on your business tasks.
We will help you to develop and improve your sales and clients consulting assistance and optimize expenses on them as well.
We are your result-oriented sales and customer service department.



Our mission and values

- We increase sales and profits for our partners, and improve quality of service of their clients
- We improve quality of our partners' communication channels
- We work not for the process but for result, accomplishing the full cycle of sales of our partners' goods and services
- We identify needs in goods and services of our partners, helping to create demand on them
- We take responsibility for sales and customer services which we can perform better than others and in the most cost effective way
- We ensure continuous accomplishment of sales and services
- We like our work that's why we are entrusted with the most difficult business tasks solution



WinCALL Contact centre services:

- **Incoming line:**
- Customer support line
- Data line
- Technical support
- Cross-sales
- Profitability increase per client
- **Outbound line:**
- Telephone sales
- After-sales service
- Mystery calls
- Collection services
- Actualization of customer information
- Informing and polls
- **Personnel outstaffing**



WinCALL Contact information:
Kiev, 02081, Ukraine
17a Dneprovskaya Naberezhnaya St.
tell: +380 (44) 224-52-25
e-mail: info@wintrade.com.ua
www.wintrade.com.ua

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WinCALL resources

- Contact Center in Kyiv
- 240 FTEs of Contact Center and more than 400 employees with specialized knowledge in sales and customer care
- Our services can be provided in Ukrainian, Russian, English, Polish and other languages.
- Own professional training facility for employees
- Certified training managers team works continuously on creating training programs adjusting them to each of your business areas
- Own language proficiency center
- Capacity of prompt staff recruitment with the quantity necessary for our clients' projects
- Smoothly running system of selection, mentoring and adaptation of new employees, efficient programs of non-financial motivation
- Supervisory service and systematic knowledge assessment as well as monitoring of employees' operating quality
- Rating system of work evaluation which motivates to work with devotion
- Team of experienced managers, ready to setup and improve business-processes for our partners from different spheres of business in any geographic point on their demand



WinCALL contact centre performance indicators

- Call Response Rate —95%
- Service level 20 sec —80%
- Customer satisfaction —90%
- First Call Resolution —75%
- Conversion Rate of passive sales —80%
- Conversion Rate of active sales —2%
- Result Calls —60%
- Up-sales Conversion —20%
- Reactivation —20%



Cooperation with WinCALL Contact centre is:

- Proven experience of project accomplishment in various business areas
- Client data privacy
- Prompt organization of work according to your business processes on a tight schedule
- Promotion of your goods and services and distribution of information about your brand
- New customers acquisition
- Operating costs reduction



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Incoming line

We are ready to ensure your customers satisfaction of service quality with optimal cost. We will save your time and money by providing high-quality informational consulting support for your active and potential clients.

We can ensure:

• Processing of the required amount of calls within 24 hours 7 days a week
• Compliance with standards of telephone support quality and increase of clients satisfaction
• Increase of your income through Cross-sales and Up-sales of your services
• Absence of expenses connected with recruiting, training and maintenance of the required quantity of operators



Business efficiency depends directly on the quality of arranged work with prospective and existing clients and their satisfaction. We have everything necessary to provide high-quality support to your clients. We will ensure their satisfaction.



Telephone sales

The telephone sales are live sales of your services. They can do what none of advertising messages can do. We find your prospective clients and initiate a contact releasing you from the expenses on advertisement and maintenance of sales staff.

We can ensure:

• Daily acquisition of new customers
• Daily processing of outbound telephone calls and distribution of the information about your goods and services and brand as well
• Continuous work of required quantity of FTE
• Regular submission of information about the perception of your offer by the potential customers
• Absence of expenditures on recruiting, mentoring and maintenance of the required quantity of sales managers.



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Aftersales



You want to know what your clients (who have already bought your services) are telling about you? Are they satisfied with the service and do they like everything? We are ready to conduct complicated multipath call-down polls promptly, shaping needed opinion about your company.

We can ensure:

- Reduction of appeals to the company
- Teaching your clients the processes of payment for goods/services, self-servicing.
- Increase of income from the client by means of offering your customers more expensive goods/services
- Increase of quantity of loyal clients ready for further cooperation
- Increase of service satisfaction

Mystery calls



You don't know how to make your consultants and salesmen work in an honest manner? We offer you a service evaluation by "secret shoppers" who act as ordinary company clients. "Secret shoppers" will perform the inspection on behalf of the prospective clients and give detailed report on gained results.

We can ensure:

- Daily processing of required quantity of outbound calls
- Evaluation of compliance with standards of service quality and clients satisfaction
- Provision of records of your operators and salesmen telephone conversations with "secret shoppers"
- Provision of detailed analysis of a dialog with clients and recommendations for correcting the communication

Collection services



You don't have to think how to get the debts from your clients back any more. We have everything necessary for effective incitement of your client-debtor to fulfill of his payment obligations. We will apply individual approach to every our client using legal methods.

We can ensure:

- Absence of time and money expenses which gives you an opportunity to be concentrated on the main business
- Getting your money back without risk of losing your clients' loyalty
- Professional level of communication of our experts with your clients which ensures debt retirement within specified time limits

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Information update

Up-to-date information is the basis of any successful business. Our employees will process the available information and clarify contact information of your customers. The received data will be added to specially created database and passed to you in schedule.

We can ensure:

• Saving of your time required for clarifying information about your customers
• Reduction of expenses for work with non-existent contacts
• Your clients' data privacy
• Exact compliance with a time-schedule for updating an information about your customers



Outstaffing

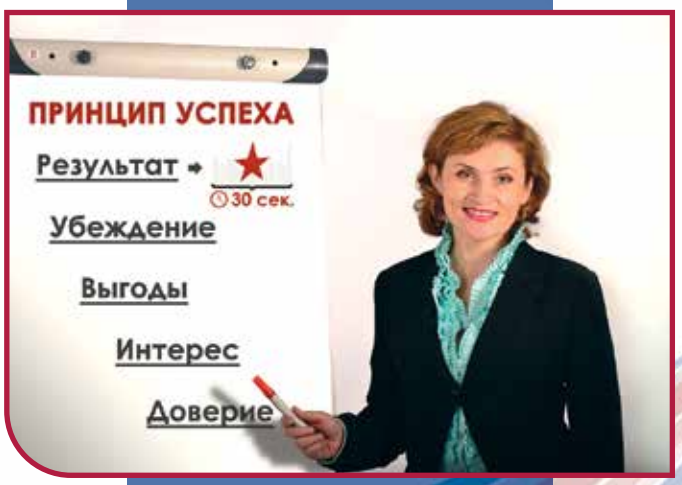
Personnel outstaffing services include:

• Selection and recruitment of personnel;
• Staff reserve formation and fast substitution if necessary
• Withdrawal of personnel from client's staff and enrolling them into WinCALL staff

We can ensure:

• Reduction of costs for personnel search, selection and training
• Staff reduction
• Absence of the labor disputes risks
• Any term employment becomes possible
• Operational costs reduction: reallocation of the balance sheet items by means of transfer costs for remuneration of payment into costs for external agencies





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Why WinCALL?

• **We deliver results.** We believe we have the best consultants-operators and salesmen in Ukraine. We give our partners opportunity not to waste time and resources for routine processes and to focus their attention and efforts on core business areas, contributing to its growth and development. Our income is a payment for the result we have contributed.

• **We are Your strategic partner.** We accomplish the range of works related to the customer care and sales of services of our partners timely and fundamentally. In cooperation with our clients we develop tailored solutions, which satisfy their requirements. With our assistance you can reduce your expenses and optimize the number of regular service- and sales-staff. In order to achieve the goals of our partners we suggest the solutions focused not only on their requirements, but on their budgets as well. Our success is our partners' success.

• **We are brand experts.** We realize the importance of maintaining the brand presence throughout business-processes of sales and customer support. So we provide our partner with the team of experts consisting of project manager, service- and sales-staff assigned to the project. It ensures the coordination of actions of the project team and mobilization of efforts on the appropriate positioning and promoting of our partner's brand..

• **We are experienced in sales.** Our company provides a full range of sales services and customer care: from recruitment and training of personnel to preparation of analytical data reporting for summing up. We know how to sell and achieve results in customer service, which will meet your marketing goals and sales plan.

• **We are your nation-wide partner with capacities of international scale.** We have facilities for processing of calls and carrying out of outbound projects both on the territory of Ukraine and abroad. We can not only accomplish but also arrange or improve any business process concerning sales and customer service anywhere on earth for partners from various business lines.







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