

**TWW**

Social Media Marketing

Content Creation

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## **MARKETING MATERIALS FOR MG TELEMARKETING**

July 8, 2017

The following document includes the requested 500 to 800-word corporate introduction for MG Telemarketing, as discussed on July 8, 2017. The finished product is 622 words long with two sets of SEO keywords, highlighted for your convenience. Please feel free to contact me if you desire any revisions.

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### **ABOUT MG TELEMARKETING, S.A.**

What if you could...

- collect outstanding debts without the headache?
- ensure continuity of customer support services in any contingency?
- manage sales and marketing contacts with potential customers?

... all without the additional overhead of training staff, maintaining and upgrading call center facilities and equipment, and with the added benefit of robust marketing and customer service analytics?

MG Telemarketing, SA, can do it for you.

### **WHO WE ARE**

MG provides our clients with a full spectrum of Lean Business Process Outsourcing (BPO) solutions, including call center services, BPO and Infrastructure rentals, call center software and hardware, training, administration, and quality control. MG specializes in managing and

operating call centers to provide clients with freedom from overhead and administrative burdens, and to ensure they have full business continuity in any contingency.

MG is a strategic partner to its clients. MG's telemarketing services allow clients to develop rapid, direct, and secure lines of communication with their customers. MG's services drive a greater volume of sales for its customers.

## **HOW MG CAN HELP YOU**

Whether your organization needs inbound or outbound call center solutions, MG can help.

With MG, organizations can establish a technologically robust presence without the investment in workforce, facilities, or equipment typically required.

MG provides its clients with flexible solutions based on customer demand, seasonal requirements, and even in concert with the rollout of marketing campaigns. MG has developed over 5,000 call center workstations for its clients already and has the experience to provide you with the right designs, infrastructure, training and dining facilities, and administration needed for your business processes. MG provides scalable, low cost, and high quality BPO call center solutions.

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## **RECEIVABLES AND COLLECTION SERVICES**

Businesses waste both time and money when forced to handle bill payments internally. MG's Receivables and Collection solutions are efficient solutions to help companies reduce outstanding arrearages. When clients entrust MG to manage their customer portfolios, MG provides them with courteous, professional staff trained to comply with local regulations and client policies. MG's team has the communication skills and the powers of persuasion needed to bring customer payments up to date.

MG coordinates with clients to ensure they are contacting the right customers at the right time. Clients do not face annoyed customers - or regulatory fines.

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## **SALES SERVICES**

MG has a sales staff trained in modern sales techniques to present client products and services that defeat the objections of potential customers and guarantee a higher volume of sales.

Through MG's data management solutions, it can provide clients with sales follow-up and remarketing solutions, with all customer contact preserved in a customized Customer Relationship Management tool.

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## **CUSTOMER SERVICE SOLUTIONS**

MG provides clients with the resources to ensure their consumers are always able to reach someone for support, day or night. Additionally, MG will validate customer satisfaction on behalf of its clients. Whatever the platform - web chat, email support, SMS, fax, or direct mail - MG has sales and customer service solutions for its clients. MG can also provide clients with the analytic tools needed to evaluate the effectiveness of customer support procedures and improve product documentation.

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## **OUR CORE VALUES AND PHILOSOPHY**

At the heart of all of the sales, collections, and customer support solutions it offers, MG believes in being a dependable and efficient business process outsourcing resource.

Every hour of every day, year round, MG is there for its clients. MG's highly trained staff and top of the line automation tools help companies address delinquent accounts, expand their sales funnel, and maintain customer satisfaction.

With MG as a business partner, clients know that they are saving money on every call, email, text, or chat message MG handles. MG's business process outsourcing provides its partners with an enhanced bottom line and peace of mind.