



eDivert



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www.eDivert.co.uk

How we help businesses grow



Telemarketing

We put a tailored telemarketing plan in place that targets a specific audience for a product or service that you are offering.

Whether you need 'business to business' or 'business to consumer' marketing, we will tailor our strategy in a way that targets your market. Rather than sheer call volume, we focus our efforts on prospects that may genuinely be interested in your products or services.



Managed Live Chat

Live Chat is a pop-up box that appears on your website, offering to start a conversation with your customers. The Live Chat is answered by us, the same way we do with telephone enquiries. We chat with visitors as representatives of your company.



Telephone Answering

Many different types and sizes of business have times when their telephones go unanswered. What if there was a centrally located team of fully trained reception staff waiting to answer the phone for each business?

And what if each of these businesses only paid for the time that a receptionist was actually answering the phone for them?

Well, that's how eDivert works.



Virtual PA Services

At eDivert we employ a number of highly trained Personal Assistants, who can assist you with your weekly workload, diary management, bookings, presentations, spreadsheets and other administrative tasks. You will be allocated a personal PA who looks after your account.

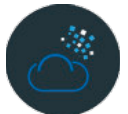


Email Marketing Services

Email Marketing is a great tool to keep your existing contacts up-to-date or to introduce your business to new prospects.

At eDivert, we understand how important it is to grow your business. Email marketing is a form of lead generation.

Whether you are providing services or products directly to consumers, or whether you are selling to other businesses, email marketing can be an important tool to generate new leads.



Managed Social Media

At eDivert we can manage your Social Media websites for you, including Twitter, Facebook, LinkedIn and so on.



Our Administration Services



Virtual PA Services

At eDivert we employ a number of highly trained Personal Assistants, who can assist you with your weekly workload, diary management, bookings, presentations, spreadsheets and other administrative tasks. You will be allocated a personal PA who looks after your account.



How can we help?

- Administrative support
- Invoicing
- Credit Control
- Database management

Regular work (e.g. 2 hours per week) or
ad hoc work (e.g. one off 1 hour)



Social Media Management

eDivert can manage incoming comments as well as actively post comments to keep your followers and friends up to date of the latest news in your company. As with our Telephone Answering Service, you will receive an allocated Account Manager, who will get to know your business and will manage your social media as per your business requirements.

We can ensure that any negative comments are managed appropriately. We can prevent postings, remove inappropriate postings and respond on your behalf to complaints.

- Raise your profile on Social Media
- Ensure your connections see postings from your business on a regular basis
- Offer advice or ask questions to increase engagement
- Increase customer service: We monitor comments from others and comment back if needed or pass any complaints on to you.



Our Live Chat Service



Managed Live Chat

Live Chat is a pop-up box that appears on your website, offering to start a conversation with your customers.

It can appear where and how you like on the screen, ensuring that it enhances your site, rather than detracting from it. The Chat Box can say whatever you like, but normally offers to help a visitor with any enquiries. It offers visitors another way to communicate with your company.



The Live Chat is answered by us, the same way we do with telephone enquiries.

We can answer basic non-technical questions and explain any special offers or new products that you would like us to. If they require further information, we obtain all the pertinent information to pass on to you. This means that when you call them you are fully prepared to answer their enquiry.

How does Live Chat benefit my business?

- **Business websites are like shops, where people can come in and browse around.** They search for things they need, and perhaps find things they didn't know were available through your company. Live Chat is the equivalent of a shop assistant saying, "How may I help you?"
- **The customer has the opportunity to engage with your company;** to ask for what they want; to find out more about your company, without picking up the phone. This is made all the easier because we start the conversation by offering to help.
- **Live Chat builds a connection with website visitors.** Once your visitors have started to use Live Chat, knowing that they are texting with a real person, they will start to feel a connection with your company. If enquiries are technical or require your specialist attention, we gather all the important information about the visitor and their enquiry. We will then pass this to you, so that you will be fully prepared when you contact them.
- **Customers may browse several similar sites before choosing to contact the provider.** Live Chat gives them the opportunity to make an enquiry there and then. They are in contact with a real person in real time.

"Companies love to use Live Chat because it captures business that may have otherwise moved to a competitor's website. "

Our Marketing Services



Telemarketing

At eDivert, we put a tailored telemarketing plan in place that targets a specific audience for a product or service that you are offering.

- We set realistic goals within the marketing strategy, and design a plan of work to achieve these goals.
- Targets are monitored to ensure the right expectations are being aimed for, and adjustments can be made to continuously update a particular strategy.
- Our staff receive weekly coaching to continue to develop their sales skills. This further promotes a positive sales attitude in our staff.
- Regular training ensures our staff continue to hone their skills, and that your business is represented with a high level of professionalism



***“We don’t use scripts and we don’t hard sell.
We treat your prospects in a way that makes them feel like a valued customer from the outset.”***



Email Marketing

Email Marketing is a great tool to keep your existing contacts up-to-date or to introduce your business to new prospects.

At eDivert, we understand how important it is to grow your business. Our packages for email marketing are completely tailored to the needs of your business and are therefore affordable for any size company.

We will source a list of target companies relevant to your line of business. We can do this based on the information you give us, or based on a separate market research campaign.

It is recommended to combine your email marketing campaign with a telemarketing campaign. This gives us a chance to follow up with your leads by email as well as by telephone.



“At eDivert, we provide packages to ensure your leads keep on building up and are followed-up regularly.”

Our Telephone Services



Telephone Answering

At eDivert, we answer all your calls in the name of your business as your personal reception staff.

We gather all the important information about your caller, which is then sent to you via email or text. This means that when you make your call to the client, you are fully briefed on their specific requirements.

You will have an allocated account manager who will get to know your business and be the main person to answer phone calls addressed to your business.

We can pass on any extra information that you provide us with about your products and services. This can include FAQ's, special offers and added services.

If you like, we can also patch important or urgent phone calls to your mobile or landline.

How can Telephone Answering Services help your business?

- **Virtual Reception** – We answer the telephone as though we are based in your own office.
- **Overflow reception** – When reception workloads are high in your office, we can catch calls from your customers that would otherwise be missed.
- **Call Centre** – New enquiries and existing customers feel that their calls are handled professionally by representatives of your company.
- **Appointment booking/diary management** – Our trained staff can manage bookings online and, if required, update you with any changes or additions by email.
- **Sickness/ holiday cover** – We can be ready to go at a moment's notice, to cover staff sickness, meetings or holidays.
- **Detailed information** – At eDivert, our agents are trained to gather information about the customer so that you are fully briefed before you contact them.
- **Disaster recovery** – If your systems are down for any reason, we can cover your calls and keep your reception running at short notice.

“We charge by the second, so as soon as the call ends, you stop paying.”

We've got your business covered.

"eDivert provide us with an excellent standard of service which is both personable and professional...exactly the impression we want to give. Their assistance and efficient response to clients is a great asset to our business. Thank you eDivert."

Tracy, Absolutely Fabulous Carpet, Upholstery & Stone Floor Cleaning

"Thank for your service during our holidays. We will certainly use you again."

Jane, Brian Aldridge Associates

"As you know with a large client base it is important for me that my telephone lines are answered promptly and efficiently. When I contacted eDivert they immediately answered my queries and set up the service the very next day. The service has already paid dividends."

Terry, WPA Healthcare Partner

I know how much of a deal maker or breaker the telephone can be. I have to say my experience with eDivert has been professional and amazing. My calls are answered promptly and the service has been personal with the staff taking the time to really get to know my business. You don't feel like you're a number in a system with eDivert and I am very happy with absolutely no intention of moving. I would highly recommend their service."

Nadia, Nadia Rae Etiquette Training



We've got your business covered!

*"At eDivert, it's our mission to help your business grow.
We ensure your existing clients aren't ever ignored,
and we transform your enquiries into new customers."*

Kim van Dongen - Managing Director

For further information, contact us today:

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