

Proven Expertise

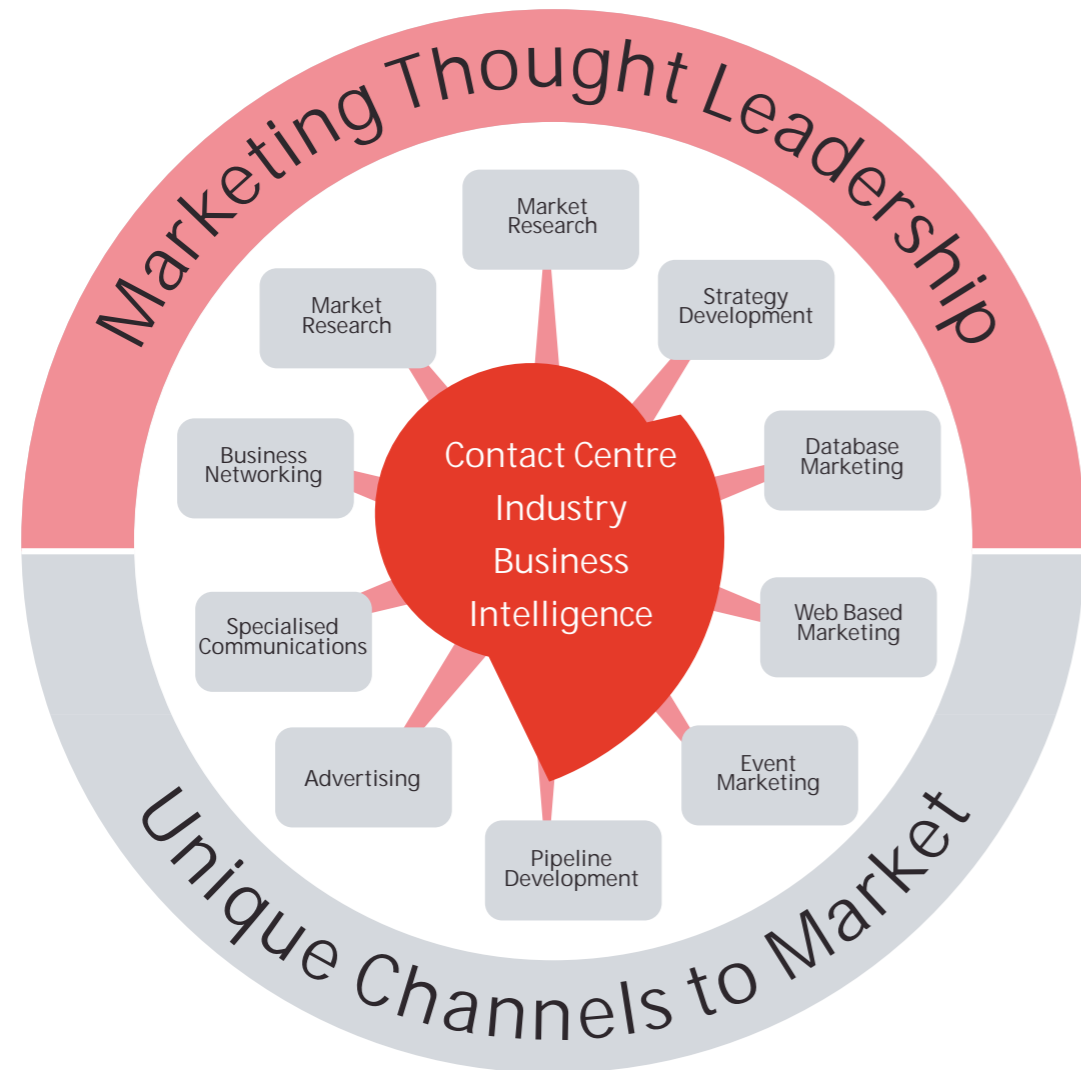
The C3Africa Marketing team delivers integrated marketing solutions to the call centre, contact centre and customer services industries.

Access to and the interpretation of exclusive industry knowledge, gives C3Africa Marketing the ability to provide business intelligence which delivers competitive advantage to clients. These unique insights and thought leadership models guide and assist clients to increase efficiencies, reduce or cap costs, increase revenues, reduce risk and increase stakeholder satisfaction.

C3Africa's trusted client history features market leaders such as Amcat, ATIO, CallForce Direct, Datamonitor, eGain, Genesys, Interactive Intelligence, Merchants, Nice Systems, QPC, Sennheiser, Spescom and Terrapinn.

The C3Africa Marketing Engagement Model

- Information Gathering Phase - brand, product, business goals, competitive intelligence etc.
- Tactical and strategic development of marketing plans
- Architect market development and communications programs, campaigns and activities
- Implement and manage campaigns
- Assess feedback and refine tactics and strategies



The Way to Market...

Reaching and influencing decision makers in the contact centre, call centre and customer services environment is extremely difficult due to the lack of freely available knowledge, information or industry specific databases.

In addition, global economic, geo-political and social trends and pressures are rapidly forcing contact centres to find solutions to; enhance productivity and efficiency; enable them to reduce operational costs, and increase customer satisfaction levels.

Faced with these realities, vendors of specialised products and services utilised in the call centre industry are under significant pressure to implement mid and long range marketing and sales development strategies and campaigns to achieve their business objectives.

Organisations need to ensure that marketing activities result in measureable revenue and pipeline development. The key challenges are: pressure to achieve ambitious revenue targets in a market with constrained budget spend; an ever growing competitive environment and client pressure to optimise existing infrastructure and resources.

Influencing the Market

Selecting the correct channels to effectively influence the market is imperative to achieving sales, revenue and strategic marketing objectives. Today's decision-makers within the contact centre environment rely heavily on a variety of credible sources on which to base investment decisions.

These sources include:

- The internet
- Research and analyst reports
- References from peer networks
- Case studies
- Presentation
- Workshops
- Conferences
- Think tanks
- Direct mail
- Database marketing



Global and Regional Trends

Global trends create many new opportunities for sales-oriented organisations to present new and effective products and solutions.

- New statutory requirements demand the introduction of new products and services to ensure legal compliance of operations.
- There have been huge shifts in business, workforce and cultural trends creating a demand for new products and services e.g. drive towards temporary and flexible staffing, work from home agents and a growing awareness of workforce management strategies.
- New techniques and technologies to combat fraud and corruption by means of detection and prevention.
- The real and potential impact of unionisation.
- The impact of legislation in the fields of data privacy, security and consumer protection.

Marketing Solutions

C3Africa Marketing originates integrated marketing, events and lead and sales generation activities. This approach delivers on-target programs that go to market faster, build thought leadership and competitively positions products and brands with key decision makers.

C3Africa Marketing's solutions include:

- Strategic direction, management and execution of marketing, communications and event strategies
- Delivery of a wide range of specialised events including conferences, thought leadership seminars, product showcasing, training, and focused forums
- Management of marketing communications, public relations, awareness and advertising programs
- Development and implementation of lead generation and sales generation programs
- Formal market research
- Competitive audits
- Development of marketing and branding materials and collateral
- Bespoke market development workshops to:
 - Identify internal and external market opportunities
 - Formulate effective future strategies
 - Define market segmentation
 - Refine positioning and branding
 - Review corporate and brand identity

Solving the Challenge

C3Africa Marketing has established a strong reputation for delivering effective and efficient end-to-end marketing services to vendors and service providers within the contact centre industry; taking world leading products and brands to market. C3Africa's portfolio of specialised services are built on delivering contact centre business intelligence, whilst creating opportunities to engage in activities designed to achieve measurable value and return on investment. This creates significant competitive advantage for our clients.

Utilising recognised expert knowledge, access to unique marketing intelligence, winning marketing strategies and well proven techniques, C3Africa Marketing creates market penetration strategies, channels and campaigns to achieve clients-defined business objectives. The result is the effective use of marketing spend, high levels of incremental revenue generation, brand and product awareness and increased market share.

Reach a Higher Measure of Success

- Go to market faster and more efficiently
- Increase brand and product awareness and market penetration
- Reduce and consolidate marketing costs
- Accelerate demand
- Reduce organisational risk
- Increase stakeholder satisfaction
- Demonstrate visible and tangible return on investment with full accountability on marketing activities
- Benefit from the power of fully-integrated sales, marketing and events services
- Stay abreast of global and regional trends, industry intelligence and specialised research