



Confluent Impact  
communications

July Confluent e-Newsletter

## Year End Plans

- Are You All Set? -

### The Impact of LIVE Calls

Christa Heibel

Today one of the most impactful mediums for communication is still the phone, and no one knows how to make the phones work for your organization's critical business communications and initiatives better than Confluent Impact Communications. Our business started with phones as the core competency of offered services and has been built out to integrate with all other effective mediums creating a confluent message.

At some point, part of the foundation of any good communication campaign involves picking up the phone to talk to people. Different ways of accomplishing this are *Lead Generation* where you target your audience, *Fundraising* which obviously maximizes your fundraising projects, *Inbound* messages that lets your audience know you are accessible, *Survey/Market Research* calls to find out how individuals feel about an issue or product and *Event Turnout Calls* to invite potential attendees to your events ALL using our multi-faceted [Live Calling Program](#).

A perfect example of our Live calling program involved a Hospital where we assisted with their patient satisfaction survey processes. Confluent was tasked to make Live Survey/Market Research calls to this Hospital where traditionally they have been sending a letter in the mail asking them to rate their recent experience at the health facility.

The list of patients who received surveys in the mail was sent to Confluent. Soon the same day, our call agents were contacting recent patients to fill out the survey. Survey results from these calls were sent back to the hospital the next morning, allowing the client to see areas of praise or concern and begin to implement changes at health facilities based on customer's comments.

The typical contact rate on a live survey call is 65%. The contact rate over 2 months of calling the Hospital contacts averaged 86%. Overall, there was an 81% Contact rate for August and 91% contact rate for the September calls.

In the end, of the 823 people who answered the first question, 750 stayed on the whole call and answered all the questions. **Overall, Confluent surveyed 938 people of the 1,236 people who were mailed a survey.** It is important to remember that completing surveys via mail requires a person to put aside time, while a quick phone call from one of our friendly agents allows the former patient to make a decision to participate in the survey at that moment, while they're on the phone – which our completion rates show they most likely will do just that.

Contact Christa at [cheibel@callconfluent.com](mailto:cheibel@callconfluent.com)

**OMG - we clean up files too! LOL - yes we do!**

**Jack Tracksler**

For over a decade we have known that automated phone calls dramatically increase response rates to just about every type of mail program. It is not uncommon to see increases of 15% - 30%. One of our clients sees that every month with their Donor Renewal Program.

Recently, we teamed up with our Partner: Brian Lacy and Associates and their client San Francisco State University to help clean their alumni list. Prior to sending out our calls we purged duplicate and invalid numbers. We also identified wireless numbers. The result was a file of 5416 invalid numbers. This immediately saved the University money by not wasting live calling resources to try to contact those records.

Our automated call notified Alumni that a student caller would soon be contacting them. During this process we identified bad numbers – fax/modem or disconnected (another 6600 records!)

SFSU then loaded the cleansed file into their calling system. The contact rate among non-donors more than doubled from just below 25% to 60% overnight! **The savings realized by NOT calling the newly identified bad and suspect numbers was just over \$160,000,** while the automated call cost only \$3700. This saving allowed the University to use its budget more effectively. They were able to fund more programs, raise more money and spend less.

Want to read the entire White Paper on this program? Simply email me and I'll be pleased to send it to you. I'm sure everyone would like to be able to do more with an ever shrinking budget. We'd love to show you how.

Contact Jack at [jack@callconfluent.com](mailto:jack@callconfluent.com)

Kim Roman Corle

## **Partner Profile: Taylor Consulting**

### **Can Marketing Be Measured?**

*By Kim Roman Corle, Taylor Consulting*

I've said it before and I'll say it again – marketing is the most overused word in business. Last week at a meeting with the VP of Marketing for a consumer-based product, I quickly realized that the word 'Marketing' in her title really meant 'Sales.' My contact was head of business development, responsible for landing new joint venture partnerships.

A few years ago, I was introduced to an entire team of 'marketers' at a company. Brief discussions highlighted that they were actually account executives, responsible for managing client relationships. And on I could go - you get the idea; the word marketing in business can be a bit murky.

If you Google the word 'marketing', you'll find 1.9 billion (yes, with a 'b') hits – if you look for the definition of marketing, you'll land a whopping 164 million entries. Why is this so fuzzy? And why does marketing seem to be the 'we get no respect' (aka the 'Rodney Dangerfield') of business?

Ask around and you'll often find that marketing is considered the smoke and mirrors of business – lots of meetings, pizzazz, and entertaining that amounts to some catchy phrases and inflated invoices, all soft services with no bottom line.

What most forget is that there are many aspects of marketing that can be measured. Really. Consider this: the Top 100 Brands Worldwide\* are valued between 3.5 billion and 71.8 billion dollars (there's that 'b' again!). Or this: marketing can drive sales, donations, and results that are defined and measurable (Hello President Obama!).

One of my favorite measurable marketing techniques is the personal touch. The advance email notices, 'you will be receiving xxxx'.... or the trade show announcement, 'you have been selected to attend xxxx'.... or the SEO driver that lands you in the middle of a page that offers exactly what you are looking for....or the [Confluent](#) personalized calling service that reaches out to your contact with a call, 'we are calling to let you know'. Measurable, defined, and results driven, these methodologies give us marketers goose bumps. We can use data driven content, test techniques, and continuously refine our marketing for better results.

Measurable results. Increased profits. Data driven personalization. This is what marketing offers and this is what drives sales, drives brand, and drives value. Maybe it's a good thing there is so much confusion out there, it leaves us true marketers a way to use the personal touch to drive results and increase value for our clients. Maybe Rodney Dangerfield was on to something...

[www.taylorconsulting.us](http://www.taylorconsulting.us)

*\*Interbrands Top 100 Global Brands, 2011*