

Data Call Centre

Effective and affordable tool to reach your target audience

In today's business world, whether it is a provision of service or product to a group of consumers/ clients, a company's ability to attain the right information at the right time about how your clients perceive you based on their initial expectations is very critical to business survival independent of the industry.

Many organizations have continued to resort to conventional methods of collecting operational data/ information via physically visiting respondents or sending out questionnaires to their physical locations. These approaches have been proven to be costly, time consuming, inaccurate and unreliable.

With fierce competition, the need for timely availability of information regarding the behaviors and perceptions of customers and daily operations in short intervals of time adds great value to decision making, planning, forecasting and choosing the appropriate organizational direction.

Data Call Centre, a low-cost and highly efficient tool for collecting data from a company's target audience in shorter time.

Data Call Centre integrates web and mobile technology facilitating data collection data processing and analysis in a streamline and well-organized manner

Data Call Centre can be used for:

■ **Monitoring and Evaluation of Service Delivery**

are our clients satisfied with our service/ products?

■ **Sales and Marketing Analysis**

will the expectations of our clients be met by our new product/ service/initiation?

■ **Promotion and Campaign Analysis**

was the campaign or promotion successful and met our desired/ expected objectives?

■ **Exit and Opinion Polls**

what are our clients thinking about our service/ product?

Data Call Centre offers institution with accurate and right information about their target audience allowing them to confidently decide on the next move for their business survival or continuity.

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Data Call Centre

“I would like to thank DataVision for this great work (Data Call Centre Service). It has been a great experience working with your team. The project was handled with a professional approach and delivered complete data as per agreement” -

Bartholomew Sullivan, Radio and ICT Manager
(Farm Radio)

Data Call Centre Selected Clients

- World Bank
- SwitchBoard USA
- TWaweza
- Department For International Development (DFID) - UK
- Farm Radio
- Raia Mwema

BENEFITS OF DATA CALL CENTRE

Availability of Real Time Data

- ability to get access of real time information due to a high throughput time of the process compared to traditional methods

Enables timely planning, forecasting and decision making

- quick, accurate and fact-based decision making capability to plan and forecast based on accurate and reliable information

Cost and time effective

- compared to traditional approaches, Data Call Centre saves up to 50% cost and uses 70% less time

Corporate Image

- ability to be reactive/ proactive to accurate data before it's too late

Enhancing brand loyalty

- involving your clients in strategy formation, planning, forecasting and decision making enhances the client's sense of ownership towards the brand

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