

Experience Profile: Voter Contact & Advocacy

Quick Launches and Hands-on Account Management Deliver Timely, Cost-effective Contact Results

The goal at Thomas L. Cardella & Associates is to maximize the value of every telephone contact with solutions for strong, reliable programs that achieve measurable results by relying on consistent methods and clearly defined processes. Specifically, our experience with voter contact and advocacy work demonstrates an ability to deliver cost-effective, highly flexible, and strategically managed programs that return key information in the timeliest manner possible. We understand the unique needs of polling projects that require quick launches with hands-on account management as well as the flexibility of handling inbound, outbound, transfer or agent-less calls.

Experience

- Live and Automated calls
- Voter ID Surveys
- Ballot Strength Testing
- Persuasion Calls
- Get Out The Vote Calls
- Public Opinion Polling
- Public Affairs Research
- Toll-free Hotlines
- Inbound & Outbound Patch-Through Calls
- National, State, and Local campaigns

Key Advantages

Single-Point-of-Contact Account Manager

- Oversees all aspect of campaign start-up; Leads account team (IT, Ops, Training, QA)
- Provides clear, proactive communications on all programs with the ability to micro-manage calling windows to maximixe contacts per hour
- Manages staffing levels and call forecasting; Monitors calls; Reviews all results to ensure accurate and timely reports delivery

Proven Technology Platforms - Avaya and Siemens/SER

- Blended agent and skills-based routing
- Algorithms that enable flexible contact strategy
- Data-driven web-based scripting
- VOIP switching for fast agent deployment
- IB/OB flex company-wide
- Digital recording with easy indexing & retrieval

Pro-Active Account Management and Flexibile Technology Keys to Quick Program Launch

We recognize the time-sensitive nature of voter contact and advocacy programs, and work with our clients to build campaigns within a flexible framework that can be used for additional projects at a later date.

Most new campaigns can be brought up within 24-48 hours, depending on complexity, and short-term projects can be easily integrated "on the fly" with already scheduled programs to leverage the experience of an already trained agent pool. Agents are preselected based on the demographic requirements of the campaign, to best match those calling to those being called.

Once launched, we are able to load new lists or make script modifications within hours, without disrupting a campaign currently running.

Once an effective client campaign framework has been developed, they become turn-key solutions for future projects. As such, we have been able to bring new campaigns up into existing frameworks within four hours or less, switching agents onto the campaign as needed within minutes.

At A Glance

Company Profile

- 100% Employee Owned
- 7 Centers/867 Seats
- Average Agent Age > 34 years old
- US-based Contact Centers (Iowa and Texas)
- Inbound/Outbound
- Neutral Dialect
- Bilingual Spanish (formal conversational Spanish)
- PCI Compliant
- SAS 70 Certified

Technology Overview

- Agile, Best-of-breed, Scalable Technology Solutions
- No Minimum Campaign Requirement
- Web Integration
- Realtime Reporting
- Flexible Filtering and Sorting
- File Input/Output in Any Format



Globally Ranked #21
Inbound Ranked #21
Outbound Ranked #11

