

# ALL-ROUND COMMITMENT



**SERIPA<sup>®</sup>**

SERVIZI INTEGRATI PER LE AZIENDE

**STUDIOCONTATTO<sup>®</sup>**  
RECUPERO CREDITI


FINANCIAL CREDIT RECOVERY

TRADE CREDIT RECOVERY

TRADE INFORMATION

LEGAL AND COMPANIES CONSULTANCY

CALL CENTER



**Seripa**, Integrated Service Enterprise, stems from the desire to bring together into a single organization twenty years of experience of several companies to offer a complete range of services relating to the management and protection of credit and the company's assets as well as personal ones, thus offering to the customer a single point of contact for the various needs and requirements. In Seripa are working estimated and accredited professionals, consultants and experienced entrepreneurs in managing and recovery of claims, which have reorganized their activities by making them complementary.

## CREDIT PROTECTION AND NOT ONLY

In recent decades we have witnessed a development particularly fast and dynamic of trade and business processes. However, globalization and the desire to enter new markets are not always sufficient to achieve the expected success.

Sometimes rapid and exponential growth leads to findings difficult to deal with from the inside and then it feels the need to rely on the collaboration of serious professionals. Seripa was created to meet these needs and those of anyone who has financial or property assets to be protected.

Thanks to the experience of its executive organs, Seripa offers highly personalized services and a constant highly specialized assistance giving the best solutions. Investing in collaborations, staff training, innovation and technology is not always possible. In big companies, such as Spa, multinational corporations, state participation companies, financial and banking companies, there are offices and compartments specially dedicated to various fields and may not be necessary to have an external consultant. Yet many other companies, even if well organized and structured as regards their business, they need an external qualified assistance in areas such as management and credit recovery, the preliminary analysis and evaluation of new customers with the help of commercial information, preventive consultancy regarding contracts, administrative, tax, civil or criminal issues, as well as for preserving and protecting assets.

Seripa is able to put at the service of all the customers all of these services by offering a full range of consulting dedicated and professional.



**Twenty years  
of experience  
to offer a complete  
range of services**

## A HI-TECH REALITY

### **Security, reliability and flexibility due to advanced informatics systems**

The computerization of the processes has a strategic importance for Seripa so that was one of the first debt collection companies to adopt technologically advanced computer systems.

Hardware and software are constantly updated as to withstand the technological improvement, as well as new regulations in the matter of privacy. Due to software management of credit recovery, Seripa operators are able to optimize procedural flows using the available opportunities, maximally.

The software used is based on the criteria of consulting speed, data

security, reliability of the results achieved and the operating flexibility, features that allow an effective and efficient management of the work process. It is precisely due to the flexibility that needs of different customers can find a quick solution. Personalized management procedures allow guaranteed result of maximum levels, able to satisfy even the most specific and complex needs.

All Seripa agents, thanks to a portable computer or tablet, can be linked through the Company web server for a better management of their practices assigned allowing a quick and timely exchange of information.

The system can interface very easily to the clients management software allowing you to streamline and speed the most important phases of the procedure of the practices. In fact:

- It is able to receive the assignments from any kind of support (paper, CD-ROM, e-mail, internet);
- resubmit the results obtained through information flows;
- get periodic updates on fees or unpaid bills;
- allows customers to monitor, through controlled access via web, the progress of practices ensuring both control processes involved as well a report of any additional information.

Another powerful statistics system, which enables the customer to verify the performance achieved online, is added.

The structure of the software used and compliance with current rules on personal data processing ensure maximum safety of data processed.

## A FLEXIBLE STRUCTURE

The Seripa activity has been developed throughout the national territory, in Europe and in all countries of the world directly and through a network of partner companies.

The solid experience gained allows to implement, from time to time in the concerned areas, the presence of external recovery units, the relationship with corresponding companies in foreign countries and with attorneys and lawsuit studies.

**To protect your interests anywhere**



# A WIDE RANGE OF SERVICES

Main services offered:

- Management, protection and credit recovery;
- Assistance in credit recovery;
- Trade information;
- Assistance and consulting offered by esteemed professionals of academic training in commercial areas, business consultancy, internalization of companies, tax assistance, and tax disputes, trust and reliability services;
- Call center services
- Business Process Outsourcing ( BPO)

## CREDIT MANAGEMENT, PROTECTION AND RECOVERY

Activity of management and recovery of credits is managed by two different specialized departments according to the type of credit.

Under the trademark of Nicol Service Srl, Seripa offers its services in purely financial matters, meeting the specific needs of individual clients in compliance with the deadlines required by each of them. Under the trademark of Contact Studio (Studio Contatto), Seripa is proposed to all subjects which are outside financial sector: private individuals, professionals, entrepreneurs, traders and all those who require assistance, including the court in the persons of receivers.

## ASSISTANCE IN THE FIELD OF CONTRACTS AND CREDIT RECOVERY

### PRE-LEGAL ACTIVITY

The extrajudicial action is an alternative to judicial ways, more efficient, faster, and more economic.

Seripa is able to operate in a unlimited territory, ensuring high levels of qualification on performing and managing practices. The activity develops with proactive telephone counseling, letters and tax collection. Updates are provided online and a final summary is presented.

### LEGAL ACTIVITY

In this field Seripa relies on a legal, affirmed network, specialized in credit recovery and protection of property. The professionals are supported by Seripa through pre legal activities and commercial information.

## COMMERCIAL INFORMATION

Seripa is able to provide the commercial information in a fast, safe and clear way, an essential element to allow proper decision-making in risk management and marketing, apart from an important instrument in the judicial activity in the executive phase.

## ASSISTANCE AND CONSULTING

Having more than 25 years of experience, Seripa provides consultancy in the field of enterprises, banking, industrial and commercial services, cooperating with professionals. It operates not only in Italy but, in Europe and in the world, as well, through a network of partner companies.

## CALL CENTER

Call Centre division offers integrative and operational support for the commercial network and marketing sector. A special care is given to the selection and training of telephone operators. A preventive counseling is offered, targeted and personalized one, based on a deep knowledge of the market and the operators.



## FINANCIAL AND COMMERCIAL CREDIT RECOVERY

Seripa offers its services of credit recovery in the financial and commercial area by evaluating effectiveness of an extrajudicial action but at the same time it deals with competence the judicial one. It is relied on an affirmed legal Internet network, specialized in credit recovery and asset protection, supported by the necessary preventive and commercial information.



# NICOLSERVICE<sup>®</sup> STUDIOCONTATTO<sup>®</sup>

## INTRODUCTION

Taking advantage of twenty years of experience gained by its executive organs and professionals Seripa successfully works in the recovery business and commercial loans, operating with regular permissions.

It ranks among its clients, enterprises of primary importance at national and international level, realities of small and medium dimensions with public participation and public entities.

It adopts innovative procedures and provides updated services, supported and implemented with the participation of customers, which is proposed as a partner and not as a simple supplier. Essential to the realization of the process are the technological resources with the digitalization of all the administrative part of the activity, and human resources, selected and trained collaborators inside the company, using know-how acquisition over the year.

**Our philosophy:**  
**quality of services**  
**offered and**  
**fulfilling the needs**  
**of our customers**

## CREDIT RECOVERY



## CREDIT RECOVERY AT 360 DEGREES

### Credit Recovery: from the idea to the services

It is known that all clients are not alike. Therefore, the activity of the management and recovery of credits is managed by two different sectors specialized according to the typology.

Under the trademark Nicol Service, Seripa offers its services in the financial sector simply responding to the specific needs of each client with respect to the time required.

Under the trademark Studio Contatto it offers its services to the entities which are not part of the financial area: private, professional, entrepreneurial and commercial person and everybody who asks for help, not least the receivers.

## THE WAY WE WORK

### Professionalism and technical and moral capacity

The problem of unpaid bills has always existed in trade but starting from the Eighties with the expansion of the economy, it was amplified. In parallel, it was grown the demand of a credit recovery alternative to judicial ways, more efficient, faster and more economic. Seripa intends to respond to this changing environment in a professional manner, improving continuously the services and adapting them to the market.

It places at the focus of his attention each customer, despite the typology and the origin of credits, in the belief that every customer is the most important.

It operates in respect of the current regulations, instilling a rigorous professional ethics in each of its collaborator, asking each of them to comply with a precise operating way.

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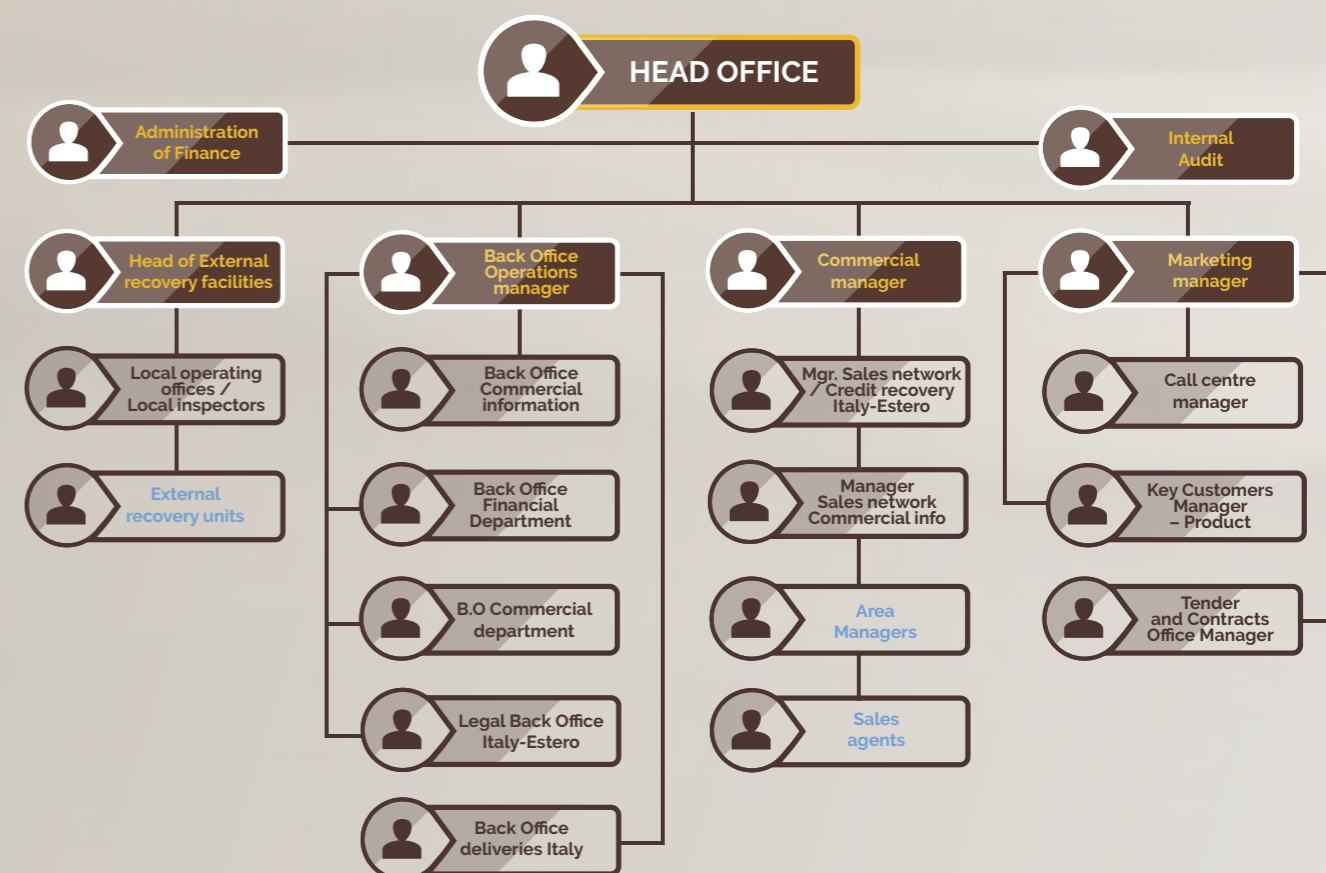
## THE VALUE OF PERSONS

In the management activity of credit recovery, Seripa employs a set of:

- Workers;
- Agents;
- Inspectors;
- Recovery units;
- Operators;
- Fiscal, legal and company consultants.

Aiming at the quality of human resources, over the years Seripa felt the need to establish within itself a structure responsible for the selection, recruitment, training, management and support of personnel. All the staff in charge of credit recovery, from internal to external operators, is trained and updated through training courses intending to develop the technical preparation, the skills of speech and negotiation attitude and social interactions, and the predisposition of self-control. In particular as regards the external operators assigned to home recovery, Seripa claims that they respond to a high integrity profile. On the basis of its experience, it has defined original and tested standards methodologies that simplify the management of the activity.

**Education and continuing training: with enthusiasm, passion and desire to innovate**



## THE BENEFITS OF CONTACT SERIPA

- > Fast and safe liquidity;
- > Removal of enterprise stress;
- > Protection of relationship between Society and Supplier;
- > Savings on internal staff assigned to credits recovery;
- > Convenience in the cost / efficiency ratio
- > Management speed and translation of the practices;
- > Fiscal discount of credit losses;
- > Well-defined Cost for a safe and quick attendance of practice;
- > Rapid credit restores

CREDIT RECOVERY

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## ALWAYS CONVENIENT

### EVEN IN CASE OF IMPOSSIBILITY TO COLLECT

The VAT rules allow the transferor of the good or the service provider to change down the taxable amount and tax as a result of non-payment, in whole or in part, "due to insolvency or execution procedures remained fruitless".

The support to credit loss documentation must consist of acts that unmistakably attest affordability not to take or not to pursue legal action, or the inability or the extreme improbability of recovery.

The deductibility assumptions due to an evident uncollectability of the credit may be:

- Unsuccessful notification of acts of obligation
- Deficiency of debtor's assets
- The debtor has undergone bankruptcy proceedings procedures
- Prediction of the right to demand debt
- The final judgment that proves the non - existent right of credit.

### Fiscal deductions of credits loss

## HIGH PERCENTAGE OF RECOVERY

statistics show that the recovery in trade credits made by Seripa stands at a positive rate, higher than that of the competitors. But it is important to remember that the older is the credit, the more recovery options become scarce.

Statistics show that at the national level:

- > Up to 6 months the recovery opportunities are around 70%
- > Up to 18 months fall at 50%
- > After two years, they are reduced to 40% – 45%

**Therefore, you should not wait, but to intervene immediately!**

### High recovery percentage and speed in working

## ... IN SHORT TIME

Practice is done on average within a period of 180 days, during which the client is kept constantly updated about the state of practice.

## PRE-LEGAL ACTIVITIES

**A service  
of debt recovery  
through litigation  
alternative routes,  
more efficient,  
faster and more  
economical**

Seripa operates in a widespread manner on a unlimited territorial range. The management of entrusted loans recoveries ends on average within 180 days, and any delay or debt repayment plan takes place by arrangement with the client.

After each recovery, a regular invoice is issued and for each practice a final report is submitted. In case of non-recovery of credit, Seripa allows to put as loss the amounts billed but not collected, thus decreasing the tax base of the company for tax purposes and thus allowing the recovery of previously deferred tax assets or which are to be paid.

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## WORKING PROCESS FOR THE PRACTICE OF CREDIT RECOVERY

**Consulting** – opening of the folder, verification of documents, signature of the mandate

**Formal notice** – analysis of practice and counting of receivable claimed; preparing and sending formal notice to the debtor;

**Debt collection service via telephone** – internal call centre, information collection and telephone negotiations

**Management and credit recovery** – immediate direct contact with the debtor

**Further action** – later on practical yields with negative results from our external recovery units.

**Search out of untraceable debtors;**

**Management of debts repayment plan** – by means of titles and promissory notes;

**Reacquisition extrajudicial** – of financial assets transferred or sold etc;

**Information about any assets judicially sizable;**

**Final report** – information on activity.

**10 steps  
to achieve  
a result**

## INTERVENTION METHODS

### Telephone negotiations

Debtors are contacted by our call centre that ascertains which are the reasons for the contentious and urges payment proposals.

### Interventions through letters

They serve to contact the debtor and provoke a reaction.

### Tax collection actions

External recovery units, operating in the area, contact debtors to make them pay and collect any information to justify the loss of receivables.

### Online updates

At any moment it is possible to examine the positions of any practice loaded online, getting updated reports on the activities. Through the Internet it is always possible to acquire new practices and reports and every other thing which is natural in the development of credit recovery.

**A group  
of professionals  
working for you**

## THE LAWSUIT

**An organization that significantly increases the chances of a successful lawsuit**

The lawsuit is the natural completion of the extra-judicial recovery actions proved fruitless. In order to define the intervention strategy of recovery the commercial information are very important. The obtained information (search at public Data Bases and investigative information) integrated between them allow to make a precise and accurate analysis of the examined subject and then to consider whether to take a legal action. The procedure is constantly followed by lawyers specialized in credit recovery. Moreover, to ensure that the recovery actions have a greater efficiency and effectiveness, Seripa provides its collecting structure to support the bailiffs (traceability of the debtor, notification of acts, seizure and evaluation of the goods). The high specialization of operators, the choice of procedures and the way to operate on the territory, ensure that almost all the practices are successfully completed. All that means a reduction of costs for the creditor as these are applied only to the unfruitful practices.

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If the debtor pays the case is close and is issued the professional note

If the debtor pays the case is close and is issued the professional note

If the debtor pays the case is close and is issued the professional note

If there is recovery the case is close and is issued the professional note



## TRADING INFORMATION

Complete, reliable, fast and economical information.  
To take appropriate decisions in risk management and  
in marketing.

**Complete, reliable, fast and economical information.**  
**To take appropriate decisions in risk management and in marketing.**

Seripa operates in the business information service with proper authorization of the Prefecture of Padua, according to art. 134, T.U.L.P.S. The service is designed to provide information considered essential element for making the right decisions at the right time in the risk management and marketing. The commercial information allows, for example, of:

- evaluate the client portfolio, highlighting the potential exposure and development opportunities;
- keep under constant review the economic and financial situation of the customer asset;
- evaluate the solvency and reliability of a new customer;
- choose more carefully a supplier;
- examine the situation of the competitors.

In order the information be a real and effective business tool, it is necessary to ensure its quality.

#### **Completeness**

Information from every possible source, must be integrated with each other, aligned and analyzed with precision and professionalism.

#### **Reliability**

This information must be updated and come from official sources; our processing data center or other reliable sources.

#### **Speed**

The data collected must reach in real time and directly the customer.

#### **Economic convenience**

Our specialized service in the field of trade and information provides high-quality results by enabling customers to make the best choice, saving in the use of personnel, opportunities and time.

## TRADING INFORMATION



**A research based on professionalism and experience**

Although it is true that the development of Internet communication has made possible in recent years an increasing accessibility to data from official public sources (Chamber of Commerce, Real estate Advertising offices and courts) we must remember that the professionalism of the researcher plays a key role not only in research but also and above all on the analysis of such data. The guarantee of the quality of business information offered by Seripa lies in its extensive experience in the field of financial investigations and quality of highly specialized researchers. For its research, Seripa uses updated and efficient IT tools to access institutional databases, while not neglecting other channels, such as the use of a network of local correspondents and reliable informants (Financial institutions, insurance companies etc.).

## A DENSE NETWORK OF INFORMATION

### **COMMERCIAL TITLE SEARCH**

#### **Chamber certificate and protests**

The Title Search issued by Chamber of Commerce provides data relating to the registry of the company, the type of activity, the share capital, to persons having charge, to the number of employees declared, to the secondary offices and to all the changes that occurred over the time. Control of protests is carried out to identify, with great precision and constant updates, their growth over the past five years.

#### **Chamber certificate of person in charge**

This service allows to discover, at national level, in which companies a subject holds social positions. This service is crucial in an analysis, because it allows to figure out where are addressed the interest of a person, both in geographical terms as well as regards the field of activity. This detects what kind of responsibility that subject assumes in each company in which covers a Charge.

**Budget certificates**

This service allows us to have the balance of companies with Italian capital. Seripa offers in a shorter time, a summary balance sheet with data grouped according to criteria that make it easier reading or a full report with accounting statement, the explanatory notes and the management report.

**Certification of shareholders' list**

This service provides a list of shareholders and holders / beneficiaries (reporting date, name and surname of every physical or legal person, the tax code, social security number, the tax rate of the share capital or number of shares owned).

**Certificate of capital investments**

This document allows us to know the list of investments allocated by shareholders against physical or legal persons.

**Certificate of bankruptcy**

It provides information on the existence and status of each type of bankruptcy procedure. It is also possible to check if exist any pledges or mortgages put on properties of the company.

**Certificate of car license plates**

Such service allows to find the owner of the vehicle from its plate number. It's also possible to know, starting from the name of the subject who are interested in, how many and which vehicles are registered in his name. In addition, this service provides all the data characteristic of the vehicle itself, prior or subsequent plate, recent changes made in P.R.A. etc.

**Title search of the car lease holders**

It provides an indication of the vehicles, registered to the leasing company, which a person owns as a tenant. These vehicles can be redeemed and switch to property with the payment of the last rata.

**CERTIFICATE OF REAL ESTATE****Title search mortgage and cadastral**

The only way to know something about the real estate solidity of a subject is a Research at the Conservatory about the area where it is assumed that the person or company assets is. In the Land register office are registered all real estate acts and are collected together with transcription notes (voluntary and prejudicial), registration notes (voluntary mortgage, legal and judicial mortgage) and annotations (cancellation, remortgages).

Title search mortgage and cadastral is the result of the combination of all the acts present in Conservatory regarding a particular name.

**Cadastral certificate**

Such service allows withdrawal of a certificate issued by the headquarters of the national government, which contains personal data about physical or judicial person that owns the property and records of land registration to identify the location and its classification (section , cadastral maps, cadastral and income category).

**CERTIFICATE OF REGISTRATION OF COMPANIES ABROAD**

Our service of Foreign certificates offers a detailed analysis of the company, providing legal and trading information, balance and financial statements of all companies in any country of the world.

**TRADING INFORMATION**



## LEGAL AND COMMERCIAL ADVICE

It is offered counselling and legal support in banking, industrial, commercial and corporation fields and services to protect your interests anywhere, as well.

## CONSULTING ON THE BUSINESS FIELD

To complement the services offered, Seripa offers over 25 years of experience giving help and assistance in business, banking, industrial, commercial and service sectors. Seripa uses a specialized law network in the recovery of debts and the asset protection and high profile professionals working in:

- Trade
- Job consultants
- Internationalization of Enterprises
- Tax and judicial assistance
- Trusts and fiduciary services

Assistance and legal advice are provided by professionals who work in teams in order to allow a full analysis of the practices through a constant confrontation, thus becoming a constant and qualified presence alongside the customer. A team with a high specialization and expertise which is regularly supported by Seripa's activities in providing trade information. The activity is carried out in Italy and abroad, in Europe and in the world through an extensive network of companies and professionals partners.

## LEGAL AND COMMERCIAL ADVICE

## LEGAL COUNSELLING

The role of counselling and legal aid is particularly important in the running of a Company. The lawyer should always be consulted in the case of corporate decisions, starting from the analysis of a new contract until to the end of work relation. There are many legal issues with which a company must face every day in managing its activities and none of them should be underestimated.

The legal advisor is able to interfere, facing emergencies and needs, but he also can follow all stages of company to optimize internal and external reports, to manage and control contracts, processes and relationships. When necessary, in coordination with other professionals: business consultants, tax consultants, accountants, notaries, appraisers and by any person involved in the life of the company and crucial for its existence.

Counselling and legal assistance are provided by a team of consultants specialized in:

Civil Law, bankrupt, commercial, corporate, administrative, job, family, property rights, obligations, contracts and international private law, the law of the European Union, reorganization and bankruptcy proceedings, court proceedings, arbitration and procurement.

Legal counselling can meet any need and requirement of the client in his work, for the corporate and private sector. In fact, Seripa offers a professionally trained team of lawyers in various legal fields.

For debts recovery, Seripa uses law firms specialized in this field, able to handle processes that require a work in harmony with different clients, updating and informing them on a regular basis on the progress and development of any practice located in Seripa's management, even if it is a legal or extrajudicial stage, assessing trust relationships. Our goal is to be assistants, consultants and referents of confidence for our customers.

For each expected type of intervention it is submitted to the customer a quotation concerning the performance that the counsellor has to perform, whether it is necessary a single professional or if several parties are needed to resolve the problems indicated by the client.

**Safe cost  
and a team  
of professionals  
available**



## CALL CENTER

External call center services is an effective source of trading and marketing strategies. Professionals are trained and motivated in a sales and promoting path in a structured and personalized way.

### **“Turnkey” support and services for marketing in outsourcing**

The focus on new market demands has led Seripa to develop a new service: the division Call center created as a result of the constant request for additional supports and services to the trade policies. This division provides additional operational support for trading and company marketing. The use of a call center is part of the marketing strategy referred to as “cost effective”. The know how gained over the years allowed to provide a “turnkey” service that relieves the customer from every load. It includes targeted and personalized advice, based on a real knowledge of the market and of operators that compose it, two items necessary to structure an effective service.

Hence the resulting practical management of call center in outsourcing, through operators specially selected by Seripa.

### **WHAT IS THE CALL CENTER AND WHAT IT STANDS FOR**

The call center is an organization which through operators or automatically allows phone users to access to information, reservations and various services (inbound call), different services (inbound) and companies or entities to advertise their products (Telemarketing) or to do interviews, collect opinions etc (calls outbound). Call Centre directly interconnect two people, it has a greater impact than other marketing tools and provides immediate feedback on the interest rate of each client. Thanks to telemarketing it's possible also to give an immediate

answer to the questions and objections of each interlocutor in an effective and appropriate way.

Seripa devote considerable attention to the aspect of accuracy and for this purpose it selects and trains phone-operators. The experience gained in more than twenty years, spent in close contact with trade and marketing issues, allowed Seripa to understand the importance and the added value of human resources and how it's necessary to focus on staff motivation to achieve specific objectives.

In short, the call center not only aims to become an effective and efficient tool to improve and strengthen relationships with customers, but may also contributes significantly to the optimization of internal processes, reducing operating costs generated by the introduction of new solutions and processes to face the new market challenges.

### **THE SERVICES**

These are just some of the many activities that the call center offers: Technical assistance and “help desk”, telemarketing, collection of orders, transactions with database service, automated voice service, voice mailbox, automatic messages for groups of people, fax on demand, automatic operators, tele-working, audio communication, video and data, automatic re-selection, information derived from online databases, reservations, home banking, managing of free phone numbers, contests, collection of advertising and insertions, collection of opinions, complaints.

### **Trained and motivated phone-operators**

## **CALL CENTER**



## MAIN AREAS OF WORK

### INBOUND SERVICES

**Managing of free numbers:** Excellent presentation for a company's toll is the free number. Having a dedicated line with operators who respond live to all the customer needs, is an index of great professionalism and exponentially increases customer satisfaction.

**Customer Service:** With the development of social networks, customer service has become central to the credibility of each company. The dissatisfied client, through the network, has the power to deeply and irreparably discredit the activities of a company. Therefore it's necessary to provide to the customer the best service possible. For this reason it is essential that to every customer request answers an operator and not a recorded voice. Moreover, it is important that the person who responds be well trained, in order to be able to give all the information that customer needs.

**Technical Support:** Also known as "Help Desk", this service is often used as an initial filter, especially in the case of products and / or high-tech services for which it's impossible to manage a technical or fast assistance by phone.

This service therefore is used to take charge immediately of requirements of client who will then be re contacted by the competent department, if the operator is unable to provide a correct and professional technical support. Otherwise, if the request concerns simple and basic issues, then the operator, properly trained, will provide a first assistance thus satisfying immediately customer's needs.

**Debt recovery:** It is an activity addressed to insolvent customer and carried out at the first infringement, and thus in a short time, with highly professional interventions precise, fast and direct aimed at customer retention. The staff having this assignment, receives an high education, and his speech will be polite but firm, respectful and professional, reflecting the seriousness of the creditor.

**Inbound sales:** Staff completes the sale of products and / or services by telephone, with voice recording, and in strict conformity with the directives issued by the customer .

### OUTBOUND SERVICES

**Market Research:** Market research are an important tool for companies; it increases the effectiveness of marketing efforts, enabling to understand customers' needs and expectations and therefore allow to give a specific direction to the business.

**Welcome calls:** they are a very important tool to confirm any given data and to give a first and positive perception of the company. The customer will feel welcomed by receiving personal attention and this is crucial to establish a good relationship customer / company in order to a full satisfaction.

**To schedule appointments:** All companies that have a commercial network need support for their consultants to fix targeted appointments. Therefore the activity of support given is the search of new customers through scheduled appointments and the managing of agents calendar.

**Up selling – Cross selling:** Many companies want to contact customers to propose them products and services of a high (Up-selling) or complementary, accessories (Cross- selling) range. In both cases these are important activities for the company that draws from an existing client the most benefit. Operators that manage these services receive a special training, they are not insistent, but they manage to make the customer understand the advantage of the proposals.

**Invitations to events:** for some types of activity it reveals useful the phone contact for invitations to various events and workshops. This has a dual function: on the one hand it make the event known (which is often preceded by an email), on the other it requires a confirmation of participation.

### WHY CONTACT SERIPA?

Rely on to experts is the best strategy to maximize always the results. Reliance of strategic activities as phone sales or relationships with customers, to call center on outsourcing and to contact center, allows to obtain immediate results:

- Cost reduction
- Optimization of resources
- Proven and tangible results

Teleselling, telemarketing, customers relationship management are activities that require a great specialization and a solid experience that is not easy to have within the company. Entrust these services in outsourcing to a specialized call center or to a professional contact center means to free resources and reduce costs to concentrate on the company's core business. Outsourcing of telemarketing and customer care services also brings a considerable reduction of risk factor because the relationship with the customer is managed by professional operators trained as real skilled traders for the sale of goods and services.



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