

What can we learn from the Rubik's Cube?

when choosing the right call center
to maximize brand revenue



**We are all familiar with the Rubik's Cube
unless you have been living under a rock of course...**

BUT, did you know that the creator of the cube, Erno Rubik, never intended for the Cube to be a puzzle?

In fact, his actual purpose was solving the structural problem of moving the parts independently without the entire mechanism falling apart. It was not until the new Cube was scrambled and then attempted to be restored that he realized he had created a puzzle.

So, what does this have to do with Maximizing brand revenue? Running a business today is extremely demanding, including many moving parts – just like Mr. Rubik's Cube – that all need to function in perfect harmony (without disrupting other essential business areas) in order for brands to maximize their revenue and conquer the 'business puzzle'; Office Management, Sales, Marketing, Customer Service, Operations, Business Development, Technology, Retail, Distribution, Finances, etc.

Bringing in an outsider can help in certain areas by not only freeing up expertise and unique skills to focus on other business-critical matters, but can also create a sustainable revenue stream that wouldn't have existed otherwise. One of the most important things that a business can do to ensure its security and stability is to focus on customer retention. Customers that come back again and again can lead to a more predictable bottom line.

This is where Unitel Performance Marketing thrives! Through our proprietary Customer Reactivation Engine™, we can add up to 30% top line brand revenue on a strictly pay-for-performance basis. That's right...you only pay when we succeed in generating revenue! Our proven, methodical, and predictable system allows us to reawaken inactive customers and generate a sustainable revenue stream. Think of Unitel as your external "Promotions Department", calling on your inactive customers to engage in a highly personalized conversation about your products and offers.

Through cross-selling opportunities, customized upsell packages, discounted pricing, and special offers we are able to nurture, and retain, those customers who seem to have lost touch with your brand and are no longer 'active' buyers. Every service that Unitel provides is executed passionately to ensure that each client is provided with the best service available, aiding the company's growth beyond its highest expectations.

Are you ready to pick up the missing revenue pieces to maximize your profitability?



Solved.