

POLITICAL CALLING OVERVIEW

**CTC TeleServices
Capability Overview**



CTC TeleServices

Make Every Call To Call Count..

Our Contact Center Solutions: **Responsive**

Experience – 26 plus years of political calling experience in Surveys, Patch through, Voter ID, Persuasion and GOTV calls for various candidates and unions

Capacity – Over 1,000 seats in U.S. network of centers with bi-lingual capacity

Startup – Quick turn around of 2 hours
Normal lead time of less then one day

Data – MIS turnaround time, reporting , data integrity and data transmission leads the industry

Pricing – Competitive pricing quoted after script review and volume

The CTC TeleServices Commitment:

- Dedicated project management team
- Quality assurance of calling data
- Production team with in depth experience
- Project reporting to exceed your requirements
- In-house control of all systems

CTC TeleServices Capabilities:

- Outbound / Inbound / Blended Environment
- TCPA Compliant Wireless Dialing
- Predictive and Preview Dialing
- Robo Dialing
- Multiple Field Data Capture or Confirmation
- Question / Answer Capture
- Database Management

Our Contact Center Solutions: Flexible, Proven

- **Patch Through** – contact voters, explain pending issue, gain permission to connect them to elected official to deliver a message on how they would like their elected official to vote on the issue

Examples of CTC TeleServices Contact Center Experience:

- * DirecTV customers – block satellite tax increases
- * Voters – anti-smoking laws supported by American Cancer Society or American Lung Association

Average 4 – 5 calls Patched Through per hour

Our Contact Center Solutions: Flexible, Proven

- **GOTV** –make calls urging people to go vote; rhetorical questions asked as a planning method to get voters to the polls. Targeted towards supporters of a particular candidate or issue.

Examples of CTC TeleServices Contact Center Experience:

“Today is election day, please remember to vote for...”

“Do you plan to go vote before work, during lunch or after work?”

“How will you get to the polls?”

“Do you need transportation?”

Identify polling places, provide numbers to call for rides

Average 90 – 150 contacts per hour depending on live automated answering machine & message delivered.

Our Contact Center Solutions: Flexible, Proven

- **Push – Persuasion GOTV** – blanket messaging to remind voters of a pending election and provide a brief explanation why voter should vote one way or another

Examples of CTC TeleServices Contact Center Experience:

“Hello, I’m calling to remind you that today is Election Day and to let you know that Mary Doe is the best choice for States Attorney. Mary has a proven track record as an assistant District Attorney for prosecuting criminals to the fullest extent of the law and upholding ideals we want for Sates Attorney. Please remember to vote for Mary Doe for States Attorney today..”

Average 60 – 100 contacts per hour depending on length of message and voter interaction

Our Contact Center Solutions: Flexible, Proven

- **Voter ID** – Place survey calls that range from one to ten+ questions to determine voter preference for candidates and issues up for vote.

Examples of CTC TeleServices Contact Center Experience:

“Hello, I’m calling with a few questions regarding the upcoming election ...”

- *Responses lead to additional course of action: overnight tracking and reporting during polling periods
- *Identify where a candidate is at a point in time on various attributes and determine if a change in strategy is needed

Average 10 – 90 contacts per hour depending on length of intro, # of questions, targeting specific voters or not and desired voter interaction

Thank you for the opportunity to be of service!

CTC TeleServices

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