

Dun & Bradstreet

A leading provider of global business information, tools, and insight, has enabled customers to Decide with Confidence for over 160 years. D&B's proprietary DUNS Right™ quality process provides customers with quality information whenever and wherever they need it. This quality information is the foundation of D&B's solutions that customers rely on to make critical business decisions. Customers use D&B Risk Management Solutions to mitigate risk, increase cash flow and drive increased profitability. D&B Sales & Marketing Solutions facilitate to increase revenue from new and existing customers. D&B Supply Management Solutions enable Customers to identify purchase savings, manage risk and ensure compliance within the supply base. D&B's E-Business Solutions help customers convert prospects to clients faster.

Genisys Solution:

Outbound telemarketing services offered to Dun & Bradstreet
Calling hours have been fixed as 9AM to 17PM, Monday to Friday
Stringent Quality monitoring procedures introduced to ensure 99% accuracy of the records cleansed to the Client
Agreed to cleanse the target records within the given timelines

Client's Response:

D & B appreciated for the timely completion of the target records.
Extremely satisfied with the quality of the output.

Project Strength:

Calling strength of 40 members on board during peak targets.
Team strength maintained at an Average of 30 members, with 4 QA's and 2 supervisors.

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The Business Problem

D&B wants to outsource to a third party Call Center, to call up their existing Customer Database to cleanse the records with correct Name, Address, Telephone and Fax number, Activity of business, Line of business and Number of employees, before the close of the financial year (Nov, 04).

Training:

Gowrikanthan Srinivasan (Vice-President) and Sambit Roy from Genisys were on site at D&B for 2 weeks during Sept-05 to understand the process. A 5 days training was conducted for the core team of 25 members.