



Parus Interactive™
Speaking your business.



Consumer Packaged Goods Company

Company Description

The client is a global leader in the manufacturing and marketing of consumer, professional and health care products.

Application

A Marketing Campaign Manager for use in conjunction with a nationwide, multi-station television commercial campaign.

Key Business Challenge

The client was planning to air approximately 150 television commercials for one of its consumer personal care brands over a two-week period. Viewers would be directed to call a toll-free number or visit a Web site to request a free product sample and to answer a set of survey questions.

The key challenge facing them was how to accurately capture the names and mailing addresses of callers, as well as their responses to the survey questions, without incurring the high cost of live telephone agents.

Parus Solution

The Parus solution balanced the client's need to collect a wide range of information from the respondents with the callers' desire for an intuitive phone interface that was both fast and easy to use.

A combination of speech recognition and phone number reverse look-up was used to capture the name and address to which each product sample should be shipped. In addition, the application asked callers several questions regarding their product sample preferences, brand awareness, and product usage.

Both daily and weekly reports were provided to the client. The daily updates gave a high-level breakdown of the number and types of samples requested. Detailed information on each call, including the caller's name, address, and responses to the survey questions were provided in the weekly reports.

As most calls were expected within minutes of the airing of one of the nationally televised commercials, the application was designed to handle high-volume spikes in the call traffic.

Competitive Alternatives

Prior to Parus's involvement, this client had only considered the use of live telephone agents provided by an outsourced customer contact center.

Reason for Choosing Parus

The client chose Parus because of its ability develop a process for gathering consumer contact information in conjunction with administering a fully automated consumer product preference and opinion survey without the need to employ and train costly live agents. Moreover, due to its Integrated Services Creation Platform, Parus was able to design, develop and launch a hosted application well within the client's very aggressive time frame.