



PERSON TO PERSON DIRECT

SUCCESSFULLY MANAGING CUSTOMER RELATIONSHIPS FOR OVER 25 YEARS

BPA Audit Preparation Services

Person to Person Direct has been providing business publishers with BPA audit preparation services since the early 1980's. For over 25 years, our services have continuously evolved to maximize response rates and data accuracy while also delivering the best value for the dollar.

Person to Person Direct's BPA Audit Preparation and Subscriber Requalification campaigns can include:

- A combination of customized email and/or telephone efforts to save you money while boosting response rates.
- Integration with your current direct mail efforts in order to keep costs low
- **New Mailer Zone®** proprietary email delivery technology generates vastly improved response rates
- Specific approval of all campaign materials by the BPA
- Complete data capture and transmission and reporting to meet your campaign specifications
- Requalification calls made from U.S. based Call Centers only.
- Never any hidden fees or costs - our performance-based pricing eliminates the uncertainty and risk of utilizing our services

ABOUT US

Person to Person Direct had its origin in 1979 as an Outbound Telemarketing Service Agency. After 25 years, thousands of campaigns, and millions of calls, we continue to be energized and excited by the results that can be achieved through intelligently planned and professionally executed Person to Person communication. Our "home office" call center is located in Riverdale, New Jersey (approximately 30 minutes from NY city airports). We also operate two additional call centers located in Pennsylvania. Our "Penn State" facility is located in State College, Pennsylvania, which is the home of the Penn State University Park campus. Our third center is in Altoona, Pennsylvania, which is approximately 45 minutes from the Penn State facility.

TSR TRAINING AND SCREENING

Our philosophy is that the quality of service we provide can only be as good as the people making the calls. Person to Person Direct strives to find the right TSR for every campaign we conduct. Senior Telemarketing Floor Managers, rather than a Human Resources department handle our TSR applicant screening process. Since our Managers are keenly aware of the personnel requirements for each campaign they are able to continually monitor and work closely with our TSRs in order to ensure the best results possible.



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We have carefully located our regional call centers to take advantage of superior labor pools. Our New Jersey branch draws TSRs from several local colleges and a highly motivated local population. At our Penn State call center we are able to take advantage of the student population, which offers a high concentration of intelligent young adults who can adapt to various types of campaigns quickly. Due to the economic conditions in and around Altoona, Pa., we are able to recruit intelligent, motivated adults, which provide us with a turnover rate far below the national average for teleservice agencies.

Our TSR training program consists of an initial orientation for all new employees and specific group and individual training for each campaign. The atmosphere in all of our call centers is one of ongoing training and instruction. Our floor supervisory staff works continuously at improving the quality of performance. Additionally, our Quality Assurance makes certain instant feedback is provided to our sales management team at all times in order to ensure campaign quality.

GROWTH AND EXPANSION

At Person to Person Direct we are never satisfied with the status quo. We are continually striving to enhance the ROI of our customers by integrating proven marketing solutions with the latest technology and innovations. In 2004, Person to Person Direct launched its web services division in an effort to meet the growing demands of our clients. By complimenting our telemarketing services with web design, web hosting, search engine optimization and email marketing we are able to offer clients a more fully integrated marketing solution package. And, by using the latest web technologies we are able to expand our telemarketing productivity even further.

Feel free to visit www.persontopersondirect.com for a comprehensive list of our integrated marketing services.

Feel free to contact us at 1-973-835-8112 for a FREE/no-obligation consultation. We can discuss your current efforts and help you with a customized audit plan which is specifically designed to meet your business needs.