

# RGA Telemarketing Centre

Our role is to have meaningful conversations with the people you want to engage with to generate new business

It's about building trust and relationships with your target audience.



## What makes you special?

Your business won't be the only one knocking on the door of your prospects. Start by defining what makes you different from your competitors. Developing a strategic approach when engaging prospects is key.



## It must be good Data!

GDPR compliant and correctly targeted data for your prospect list, is integral to the success of any campaign. Valuable time is saved when working with accurate data. And, remember! Data is worthless unless it is correctly validated.



## Engaging marketing tools?

Marketing and sales material should be current and relevant to the campaign. Following-up calls with appropriate collateral will increase chances of success.

# Telemarketing Costs

<b>Basic Telephone Validation</b> from Data that includes telephone numbers	<i>from</i> £1.20 per record
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<b>Additional Data Validation &amp; Interview</b> booking location - number of events organized - average delegate numbers – venue selection tools	<i>from</i> 15p per question
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<b>Input Data to spreadsheet:</b> <i>from hard copy</i>	<i>from</i> 50p per entry
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<b>Research missing phone numbers &amp; addresses</b>	<i>from</i> 45p per record
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**Script Set-up £50**

# How we work for you

- **Lead Generation** - RGA teams work to strict criteria set out by “the client” and use a specific solution prospecting approach.
- **Inbound Web Lead Processing** - Inbound leads from multiple digital channels may be processed and managed by our team.
- **Focus Campaigns** - Sector and proposition focused campaigns are regularly delivered, with tailored messaging and sales enablement.
- **Database build and qualification** - Prospect databases cleaned, profiled and enhanced by our research team.
- **Outsource Teams** – Help minimize overheads, fill in at short notice, flexible and ready to jumpstart your sales process.
- **Event Marketing** - Engage high value attendees through an integrated campaign using email, social media and telemarketing to realize your event’s full potential

# How we add value

## Why choose RGA as your marketing partner?

As specialised telemarketers to the Meetings Industry, we’ve worked with a variety of venues to drive high quality and high volume leads to their sales team.

We also work with conferences, seminars, forums, trade shows, exhibitions, awards ceremonies, galas, webinars and workshops to drive attendees to their event.

## We’re flexible

RGA can integrate with a multichannel programme, supplementing digital and social media activity by targeting the most strategically important attendees to maximize event ROI.

**Want your venue to deliver more valuable sales opportunities?**

**[Contact Us](#) to find out how we can help**

## answers to some of the questions we're frequently asked:

**Q: How often is your data updated?**

A: Our research department is constantly updating the data; cleaning records daily on a rolling basis. Contact with companies is by telephone and digital. Our databases are updated circa six to twelve months.

**Q: How do you source the companies?**

A: We research the leading companies in the UK and those relevant to the meetings & hospitality industries / business travel. Originally, we sourced the information from the industry association or regulatory board. Our research centre operates selection procedures identifying the UK's leading industry buyers.

**Q: How do you identify a corporate buyer?**

A: Our research department telephones each company to determine the individual responsible for organising conferences, meetings, events, hospitality and business travel.

**Q: Exactly what data does RGA's databases provide?**

A: DATA by RGA, fields included: name of the contact, job title, company, address, telephone, email address (approx. 95%) and type of communication preference. We also include (as we understand they organise events) a small number of companies who will not release names of individuals, due to their company policy. Email addresses are those given to us by the company.

**Q: Can we use an RGA database in the new GDPR era?**

A: YES, as described on Recital 47 EU GDPR (Regulation (EU) 2016/679):

*"The processing of personal data for direct marketing purposes may be regarded as carried out for a legitimate interest."*

RGA's inhouse research team speak to each company / individual to obtain consent / legitimate interest for processing their personal data, and, advising them, that it will only be used for direct marketing purposes from MiCE Venues / Business Travel Services using DATA by RGA.

**Q: How long can we use your datalist?**

A: RGA UK Ltd are the owners of the data (© RGA UK Ltd, 2019), trading as DATA by RGA. The data is supplied to, the User, on the agreement that the data license is available with unlimited single site/brand use for one year and, that it must only be used for direct marketing from MiCE / Business Travel venues & service providers. Multi-site/brand options are available at a very reasonable price. After one year, the User must either: stop using the data and remove from all company systems or refresh the user license. All RGA databases are seeded so we can monitor when, how and by whom the data is being used. Misuse of RGA data is taken very seriously and action may ensue.

**Q: Will you select data to my specific criteria?**

A: Yes, we can select data using postcode, county and email address search filters. These will cost a little more than our "off-the-shelf" lists.

**Q: Can we use your telemarketing centre to update our CRM lists and databases?**

A: Yes, our research department and tele-marketing teams are available to help update and review data for GDPR compliance, enhance the information, prospect for new business, generate leads and research the market using your existing data. We are here to help you to achieve a higher level of "ROI" from the data you already have available.

# General Terms & Conditions

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*General Terms and Conditions of Business: License of Proprietary Data, Data Rental, Telemarketing, Email Marketing, List Formation, Direct Mail.*

This Agreement is governed by English Law and You agree to submit to the exclusive jurisdiction of the English Courts in respect of any dispute arising. By using RGA UK Ltd products/services you are deemed to have accepted the terms and conditions below. Credit Terms may be offered (references may be required). Payment terms are strictly 30 days from the date of invoice. Automatic account hold will be applied on the last day of the month to all accounts with overdue balances. Discounts and Offers are subject to strict payment terms as advised on the invoice. In the event of credit terms being abused, delivery of goods may be restricted, and credit facilities may be withdrawn at the discretion of the company and without notice. The company reserve the right to charge interest on overdue accounts at the rate of 3% per calendar month from the due date of payment to the receipt of payment. All prices exclude V.A.T. unless specifically indicated otherwise.

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**Direct Marketing** all in one place at **RGA UK Ltd**

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