

# Telemarketing: Market Research Report

<https://marketpublishers.com/r/T046E23B484EN.html>

Date: July 2010

Pages: 186

Price: US\$ 3,950.00 (Single User License)

ID: T046E23B484EN

## Abstracts

This report analyzes the US and Japanese markets for Telemarketing in US\$ Million.

Annual estimates and forecasts are provided for the period 2007 through 2015.

Also, a six-year historic analysis is provided for these markets.

The report profiles 226 companies including many key and niche players such as AnswerNet Network, Contact America, Inc., Business Beanstalk Telemarketing Services and Call Center Solutions, Convergys Corporation, Intelemark, Quest Marketing, Inc., Sitel, Talk 2 Rep, Inc., TeleTech Holdings, Inc., Tele Resources, Inc., The Telemanagement Group, West Corporation, Bellsystem24, Inc., and Moshi Moshi Hotline, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

## Contents

### **I.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS**

Study Reliability and Reporting Limitations  
Disclaimers  
Data Interpretation & Reporting Level  
Quantitative Techniques & Analytics  
Product Definitions and Scope of Study

### **II. A US & JAPANESE MARKET REPORT**

#### **1.INDUSTRY OVERVIEW**

Telemarketing – A Proven Strategy for Sales Promotion  
A Marketing Strategy to Cope with Economic Recession  
Telemarketing for Business-to-Business Activities  
Top Strategies for Business Sales Activity  
Outsourced Telemarketing Services Gain Popularity  
Co-Sourced Telemarketing Strategy Gains Strength  
Telemarketing for Lead Generation  
Benefits of Telemarketing Vis-à-vis Alternate Lead Generation Models  
India – A Favored Offshore Telemarketing Call Center Destination

#### **2.PRODUCT OVERVIEW**

Telemarketing – A Conceptual Definition  
Telemarketing Services & Applications  
Procedure for Making Telemarketing Calls  
Identifying Potential Telemarketing Customers  
Technology Used in Telemarketing Operations  
Autodialer  
Automatic Call Distributor (ACD)  
Predictive Dialer  
Customer Relationship Management (CRM)  
TeleBlock  
Private Branch Exchange (PBX)  
Analyzing Failure of Telemarketing Services  
Classification of Telemarketing Services

On The Basis Of Direction of Call  
Inbound or Incoming Calls  
Outbound or Outgoing Calls  
On the Basis of End-Users  
Business-To-Business Telemarketing  
Business-To-Consumer Telemarketing  
On The Basis Of Call Operator  
In-House Telemarketing  
Outsourced Telemarketing  
Compensation Models for Outsourced Teleservices Providers  
Retainer-Based Model  
Pay-Per-Appointment  
Pay-Per-Lead  
Pay-Per-Record  
Full-Time Equivalent (FTE)-Based Model

### **3.REGULATORY ENVIRONMENT**

Do Not Call Register/Act  
Telemarketing Legislations in Select Countries  
The US Telemarketing Rule  
Amendments to FTC's Telemarketing Sales Regulation  
Regulation Bars Pre-Recorded Telemarketing Calls Without Consent  
Opt-Out Option Amendment for Do Not Call Legislation  
Australia  
Canada  
Germany

### **4.THE UNITED STATES**

#### **A. MARKET ANALYSIS**

Overview  
Growing Popularity of Outsourced Telemarketing Services  
Technological Advancements Favor Growth  
Emergence of New Telemarketing Services  
Telemarketers Support Online Sales  
Recession Fostering Telemarketing Scams?  
Spoofing of Caller IDs – The Latest Telemarketing Fraud

## Telemarketing Services for Newspapers Marketing

**Table 1.** Telemarketing Operations for Newspapers in the US (2008): Percentage Share Breakdown for In-House Telemarketer, External Agency/Contractor, and Both (includes corresponding Graph/Chart)

Telemarketing in Publishing Industry

Challenges Facing the Industry

Key Players

AnswerNet Network

Contact America, Inc.

Business Beanstalk Telemarketing Services and Call Center Solutions

Convergys Corporation

Intelemark

Quest Marketing, Inc.

Sitel

Talk 2 Rep, Inc.

TeleTech Holdings, Inc.

Tele Resources, Inc.

The Telemanagement Group

West Corporation

## **B. MARKET ANALYTICS**

**Table 2.** US Recent Past, Current and Future Analysis for Telemarketing Analyzed with Annual Revenue Figures in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 3.** US Historic Review for Telemarketing Analyzed with Annual Revenue Figures in US\$ Million for Years 2001 through 2006 (includes corresponding Graph/Chart)

## **5.JAPAN**

### **A. MARKET ANALYSIS**

Overview

Telemarketing Services Market – At a Glance

Key Player

Bellsystem24, Inc.

Moshi Moshi Hotline, Inc.

## **B. MARKET ANALYTICS**

**Table 4.** Japanese Recent Past, Current and Future Analysis for Telemarketing Analyzed with Annual Revenue Figures in US\$ Million for years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 5.** Japanese Historic Review for Telemarketing Analyzed with Annual Revenue Figures in US\$ Million for years 2001 through 2006 (includes corresponding Graph/Chart)

## **6.RECENT INDUSTRY ACTIVITY**

Datacom SEA Inks Agreement with SAP APJ

BPO Asia Selects Drishti-Soft for Offering Communications Solution

Blueview Takes Over Logically Results and Digital agency Glass

TMone Selects Five9 Virtual Call Center Suite

Bain Capital Acquires BELLSYSTEM24

Info Valley Limited Unveils Maxicon

Trustmark Mutual Holding Takes Over Health Contact Partners

Max ASP Chooses Flexor Software of CamrivoX

Cordia Inks Reseller Agreement with IP-Coverage

Grupo Atento Takes Over Telemarketing Prague

Global Hotline Philippines and MENSA GROUP Sign Agreement

Rainmaker Systems Takes Over Qinteraction Philippines

24/7 MARKETING TAKES OVER ONCALL SUBSCRIBER MANAGEMENT

Darby Dental Supply to Take Over Becker-Parkin's Telesales Operations

Riverlake Partners Takes Over O'Curran Teleservices

OneContact Purchases The Marketing Leaders

## **III. COMPETITIVE LANDSCAPE**

Total Companies Profiled: 226 (including Divisions/Subsidiaries - 227)

Region/Country Players

The United States

Canada  
Japan  
Europe  
France  
Germany  
The United Kingdom  
Italy  
Spain  
Rest of Europe  
Asia-Pacific (Excluding Japan)  
Middle East

## I would like to order

Product name: Telemarketing: Market Research Report

Product link: <https://marketpublishers.com/r/T046E23B484EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T046E23B484EN.html>