

K·M·B

TELEMARKETING

Not for Profit Case Studies Example 1

Overview of Clients

Clients in this sector include Housing Associations.

Examples of Campaigns

Much of the work undertaken in this sector is Satisfaction Surveys and predominately of consumers. We have also undertaken Mystery Shopper exercises to independently evaluate a typical experience. Key areas in which we have supported clients include:

Undertaking all STATUS Surveys for Housing Associations using specified sample designs as appropriate to the targeted group

Undertaking ad-hoc telephone surveys as required by Housing Associations to review key areas including

New Homes Survey

Complaints

Gas Services

Rent and Service Charges

Aids and Adaptation

Planned Works

Moving into rented properties (re-lets)

Providing reports with analysis, interpretation and recommendations.

K.M.B Telemarketing are able to offer guidance on relevant approaches for 'hard to reach' residents (e.g. those with mobility, language, sight, hearing) and also techniques for optimising results.

Results

K.M.B provides detailed reporting showing graphical representation of results and offers on-line reporting for those clients who like to be able to view results as they come in!

Testimonial

Coming soon

