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that matters is
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Lead Capture

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Data Entry

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NEWS RELEASE

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FOR IMMEDIATE RELEASE August 2, 2011 BUFFALO GROVE, ILL.

Call Centers, like **QCSS**, taking fear out of the struggling companies in *today's* economy

As the country sits and waits for congress to make the next decision regarding the debt ceiling, markets are almost at a standstill. The public is worried about what will happen to interest rates and what cuts in spending will hold for the country's future – and more specifically, **the economy**.

It has already been a very restless year for many companies carrying the ever-so-growing weight of consumers and other businesses alike being afraid to spend any money. It's true, not many know what will happen with the country involving the deficit and even unemployment.

However, a market that has proven its resilience is the **call center industry**. There's a growing need in companies to maximize their return on assets, which makes it clear how call centers are making it. Domestic centers deliver inbound and outbound services at a level that is typically **higher and much more cost efficient**, as opposed to delegating these functions in-house. The biggest advantage is ease – the technology is already available and there is very little training required when setting up a new campaign at an experienced call center.

Take for example a local Chicago land call center, QCSS. In these past few years they have helped numerous companies all across the states and even in parts of Canada extend their **reach into new markets** and areas which the companies alone would have never attained. It is truly a **great business model** where the maximum amount of parties wins. The call center itself gets the business of the client, the client gets more sales for a much lower cost than in-house marketing and/or advertising thanks to professional telemarketing

A progressive approach to pulling out of this economic downturn (for most companies) would be teaming up with the right agency to get new leads in the sales funnel. Many prospering businesses are **safeguarding their pipeline** by having call centers lend a hand in finding prospects. This allows the business to utilize their *industry* knowledge and take care of existing clients while they're perpetually being marketed behind the scenes.

One thing to keep in mind is that the market is a vicious domino effect. If companies choose not to be aggressive and dynamic, consumers won't spend any money and once again there is less income for the businesses. Companies need to continue pushing to stand a chance. Get ahead of the economy and find out what a call center like QCSS could do for your success.

To learn more about QCSS, please visit www.qcssinc.com or call **888.229.7046**