



## Colloquia Service

The relational marketing and the latest quality standards for supplying services to the users require sophisticated services to be offered to public and private companies. Direct marketing, customer care and after sales customer service allow the establishment and maintenance of a direct contact with the customers which lead to fidelization. Therefore, through these tools, companies can reach their targets with an effective and personalized communication and ultimately achieving a direct relationship with their customers. Colloquia Multimedia, offers its experience in the design, implementation and management of ISO 9001/200 certified services to the private and public sectors.

Colloquia Service is a “Contact Center Services” outsourcing system conceived for supplying state of the art inbound and outbound activities.

Flexible services, multilingual capabilities and professional operators are our Call Center distinctive features.

### Service Specifications

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Colloquia Service allows its customers to set up inbound operations to:

- Supply customer service through a help-desk;
- Partially outsourcing claim management activities;
- Collect purchase orders

Colloquia Service outbound services for:

- New products promotion;
- Credit collection;
- Follow-up and callback services;
- Marketing activities, prospects contact, market investigation;
- Surveys;
- Sales over the phone

Colloquia Multimedia features a well defined and professional organization. Colloquia’s flexibility can assure to adapt the services to any customer specification.

## Advantages

### Colloquia Service:

ensures the customer's image will be maintained by technical and relational skills of the operators;  
features a high level service that assures the customer about the quality standards of the communication: speed, clarity and courtesy when managing calls.

What makes the difference with respect to other Call Centers:

Colloquia Service caters to international companies by offering professional Italian and foreign operators;  
Ongoing training to the operators by professional trainers focused on the customer activities.

## Service configuration

The activities are planned with the customer into a "project" that allows:

- pinpointing workloads and required phone lines;
- assuring an efficient call management even during peak activity;
- acquiring all necessary information and contents to satisfy the customer requests (inbound) and to communicate effectively (outbound);
- defining the specifications and frequency of the reports that Colloquia Multimedia will deliver based on mutually agreed upon requirements;
- Agreeing on the feedback activities and the related transmission of the data to the customer;
- Defining any modification or adaptation of the IT systems

## Fees and activation

The outsourcing services of Colloquia Multimedia are based on standards established jointly with the client.

Basic operational standards are:

- 7 days a week
- Service activation: 1 month from signing the contract
- Duration to be defined on a case by case basis.



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