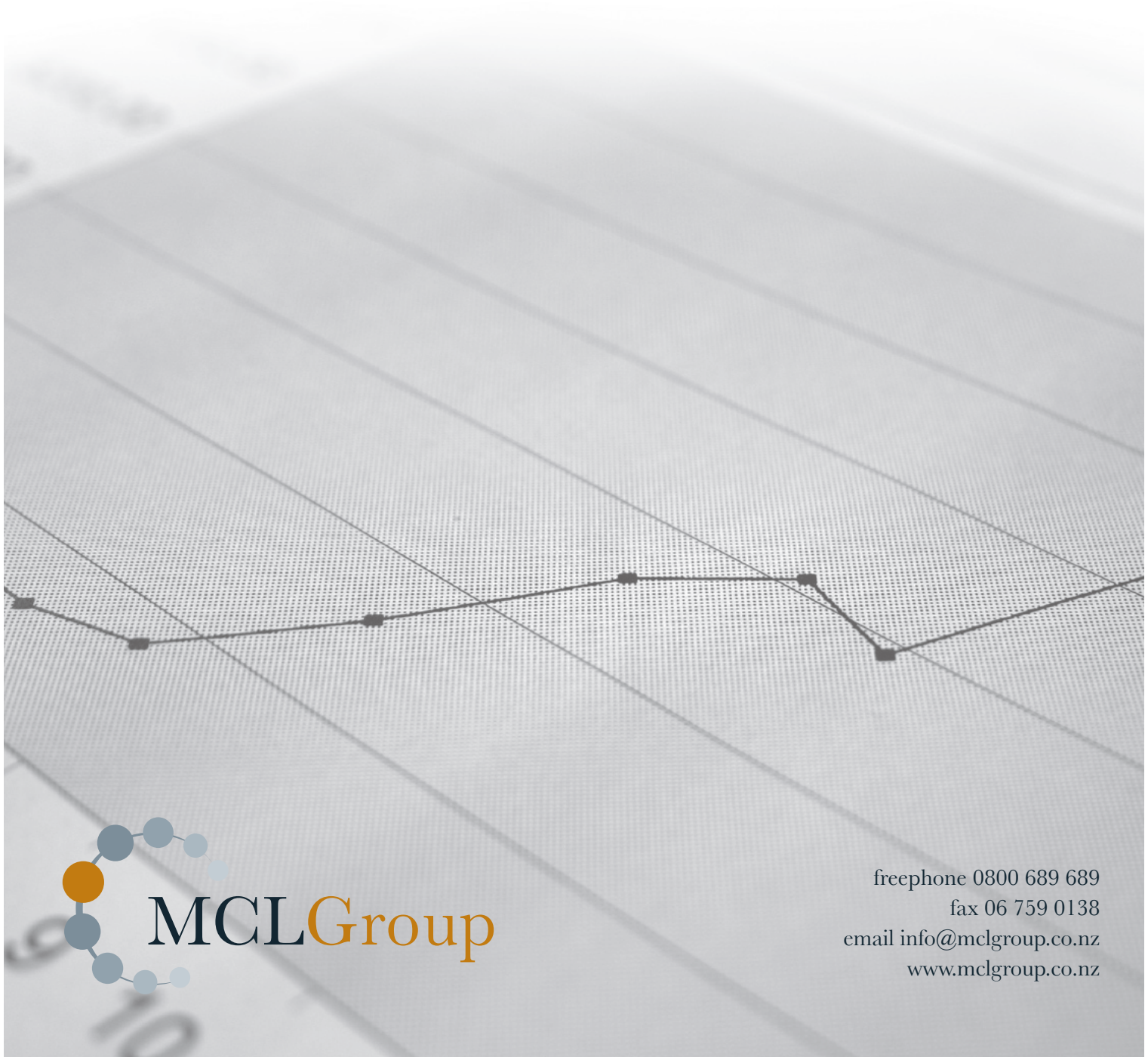
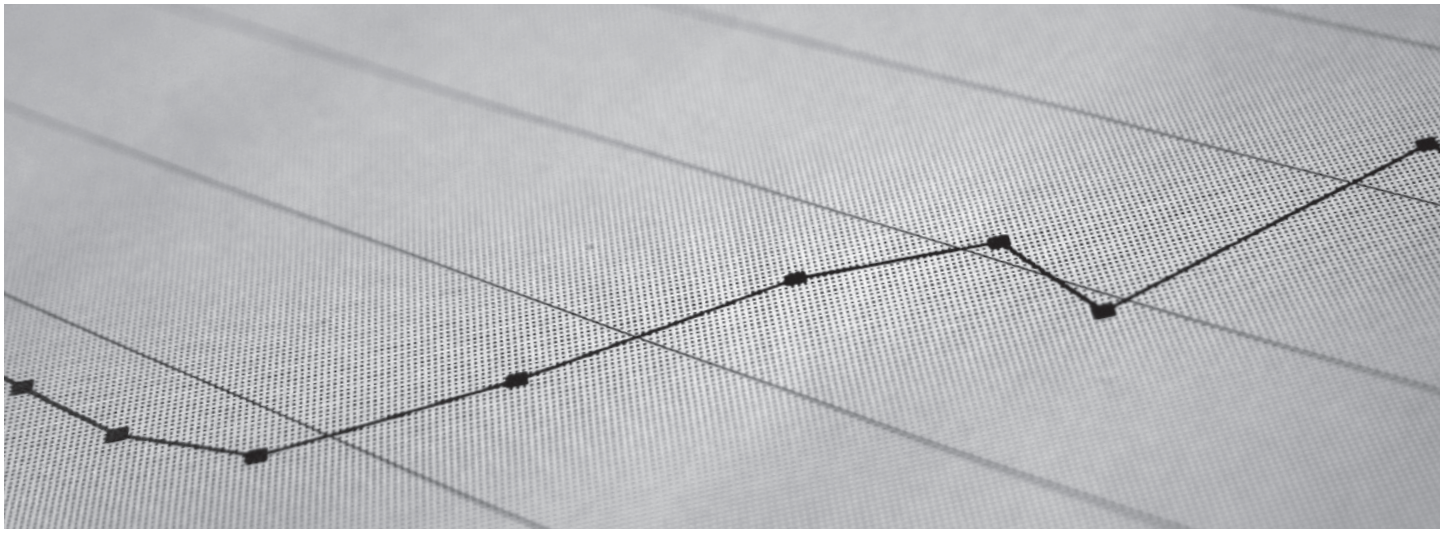


# Business Profile

Sales, Research and Business  
Solutions Provider



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## Partnering with businesses to help increase sales and profitability.

### business overview

#### about

MCL Group is a dynamic and progressive New Zealand based company offering a range of professional business solutions. The success of the business stems from over ten years of experience offering specialist outbound call centre services designed to assist businesses increase their sales and profitability. With this experience, MCL Group is well positioned to become an effective and results driven business partner for companies of all sizes.

#### nationwide

Services can be offered to businesses nationwide. While all operational activities have been centralized in New Plymouth to increase productivity, efficiency, and quality, MCL Group is not limited by this location and has the ability to service clients from the top of the North Island to the bottom of the South Island.

#### international

The uniqueness of the services offered by MCL Group presents possibilities to engage with International clients, or execute International campaigns for Australasian companies. The time differential between New Zealand and some northern hemisphere countries are ideal for calling, and the opportunities presented by the internet, along with deregulated access to fibre optic and satellite networks, makes contracting MCL Group a viable option.

#### fulfillment

Service fulfillment is paramount for MCL Group. This begins with honest communication regarding realistic performance measures, followed by clear and precise details of the procedure to be used, quality control measures, and timely delivery of the service. Sufficient time for account setup is required so that service standards are not jeopardised.

#### scalable solutions

MCL Group can cater for businesses of all sizes. The solutions are scalable, making them suitable for small businesses and large corporate multi-nationals. Economies of scale do apply to some of the services.

#### technologically advanced

The many years of experience operating a specialist outbound call centre has enabled MCL Group to design and build a carefully engineered web-based platform for the management and execution of all services. The platform is fully customisable to ensure the services can be tailored to meet varying requirements made by clients. Complicated algorithms are used to schedule calls, which have resulted in improved contact rates. Call backs can be managed more effectively and optional integrated email management and advanced automated reporting features are also available.

#### competitive advantage

MCL Group is a well established company with the experience and resources to assist businesses achieve their sales and profitability goals. All business solutions are executed internally, meaning open and prompt communication with clients, and better service delivery with a desire to uphold a reputation which has been built on added value, campaign success, and quality service.

#### culture

MCL Group has a unique company culture, built from an emphasis on enjoyment within the workplace. Being mostly a results-based work environment is difficult on staff, which is why a culture that supports the notion of having fun at work is so important to the success of the business through improved staff moral, retention, and job satisfaction.

#### business philosophy

MCL Group has the philosophy that all services provided must be executed better than the client can do themselves, and that added value should be provided where feasibly possible. This philosophy is considered when evaluating all new business.

#### advisory

A large aspect of the service offered by MCL Group is advising clients on the most appropriate option for them. By being specialists, MCL Group can provide independent advice to steer clients in the correct direction, which in some cases may mean our business philosophy suggests the client execute the service themselves. At all times, the MCL Group will act in the best interest of the client.

# services

MCL Group offers a variety of sales, marketing, research and business solutions. Most of the services can be customised to meet the individual needs of the client. A flexible approach to the design and implementation of all services is achieved by working closely with clients in the planning stages to ensure the service meets their requirements and expectations.

## research solutions

### market research

This solution is customised to meet the criteria set by the client, which might involve the completion of the entire project or only the execution of the research itself, which is commonly favoured by larger organisations with their own internal marketing divisions.

### satisfaction surveying

MCL Group has been involved in numerous satisfaction surveys for varying purposes, and offers a range of template or customised surveys to meet your specific requirements. Alternatively, MCL Group can offer independent execution of your internally developed surveys.

### competitor analysis

How many businesses take the time to understand what their competitors are doing in the market? MCL Group offers scaleable competitor analysis solutions, which can be applied to many businesses and industries.

### feasibility studies

Determining the feasibility of a new business idea is often best when executed and reported from an independent point of view. MCL Group provides a simplistic yet valuable solution for your next feasibility study.

### quality control research

An important aspect in any business is ensuring the quality of service or product is consistent with company standards. A great way of measuring quality is to gain feedback from the client, prospect or consumer. MCL Group will work with you to design a suitable quality control programme, and then execute the programme on your behalf.

### opinion polling

Common within local councils and not-for-profit organisations, opinion polling can be targeted to a representative sample of a specific group or community.

## not-for-profit organisation solutions

### fund raising

MCL Group offers not-for-profit organisations a successful and cost effective way of raising funds through a targeted campaign.

## sales solutions

### telemarketing

Telemarketing is a measurable form of direct marketing that can be used in numerous ways to benefit your business. MCL Group can advise on the development of the campaign then execute it on your behalf, or work under the direction of your marketing team.

### telesales

Your products or services may be suitable for telesales. MCL Group has developed a reputation as having a successful business-to-consumer and business-to-business call centre. Regional, Nationwide, or International telesales campaigns can be catered for.

### up / cross selling

How many sales people capitalise on an opportunity to make additional sales? MCL Group has a clever solution, which is designed to stimulate additional purchases after the initial transaction has been made.

### lead generation / prospect qualification

Many businesses need to maximise the productivity of their sales people. MCL Group offers a lead generation service, which is designed to provide qualified leads for follow-up. This service minimises the potential for time wastage through unqualified contact and procrastination, common in sales teams.

### appointment setting

You may prefer your sales team or representatives have actual appointments already made before the start of each week. This solution takes our lead generation service to the next level.

## business solutions

### credit management

Following up overdue accounts is a time consuming and often dreaded role for most businesses. MCL Group offers a simple solution to chase up your slow payers so that they pay the account quickly. This credit management solution is a cost-effective service that delivers measurable results for businesses of all sizes.

### database building / maintenance

As a general rule, it is difficult to keep a database up-to-date without regular contact with those on it, which is why MCL Group offers a database maintenance solution. If you are looking to build a database, MCL Group can supply numerous types of business and consumer lists to meet any sales or marketing initiative.

All services are individually priced, allowing for customisation where necessary.



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