

# Surviving The 'Do Not Call' Apocalypse



**Scott Hillard**

**General Manager - Sales**

**WINE SELECTORS**  
  
quality wine every time

# Wine Selectors: 2005



- **25 Years of Outbound Telemarketing**
  - **90%+ White & Yellow Pages**
  - **Supplying 95% of new customers**
  - **40 Outbound Seats**
- **E-Commerce, Direct Mail, Direct Sales combined supplying less than 5% of new customers**
- **Active customer base of over 100,000**
- **Complex, subscription-based product with premium positioning**
- **Massive exposure to a Do Not Call Register**
- **Fundamental changes to business model required**

# The Challenge:

- **Sustain new customer growth**
- **Plan for 90%+ of the population to register – as per the US experience**
- **Secure new acquisition channels**
- **Secure new sources of warm leads with appropriate levels of consent**

# Preparing for the Apocalypse....

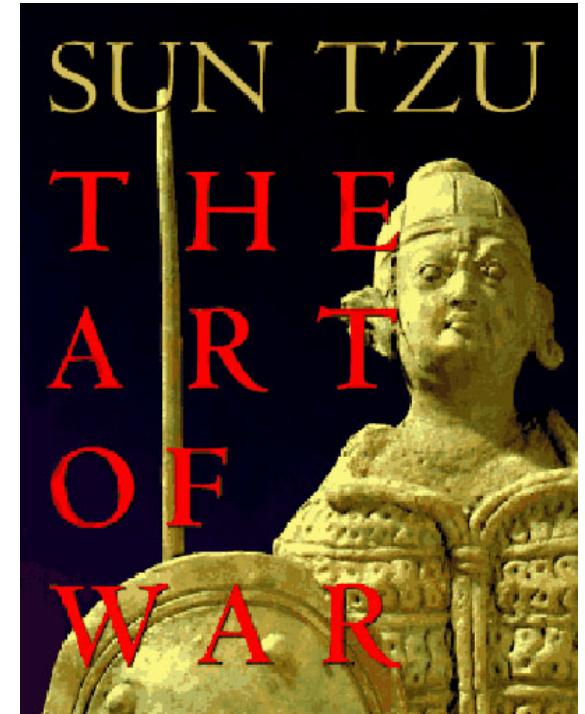
WINE SELECTORS  
quality wine every time



# Sun Tzu's Wisdom

**“For unfailing attack, attack where there is no defence.**

**For unfailing defence, defend where there is no attack.”**



- **...Where there is no defence:**
- **Telemarketing success hinges on a conversation**
- **Translate that to a new channel – direct sales**
- **Identify:**
  - **Our target market**
  - **Where they congregate**
  - **How to engage them in a face-to-face conversation**
  - **How to translate phone selling techniques into a face-to-face environment**

# The Result:

WINE SELECTORS  
quality wine every time



**Tasting Kiosk: Virgin Blue Terminal, Melbourne**

# The Result:

WINE SELECTORS  
quality wine every time



WINE SELECTORS @ WINE AUSTRALIA - 2006.

## Kiosk Growth:

- **First trial kiosk at Chadstone, late 2005**
- **By 2008, 8 Kiosks in market:**
  - **Melbourne Airport: 4**
  - **Sydney Airport: 2**
  - **Melbourne Shopping Centres: 1**
  - **Mobile Kiosk: 1**
- **Now contributing 50% of new customers**

## Kiosk Benefits:



- 1. New Customer Acquisition**
- 2. Warm lead generation for Outbound Telemarketing**
- 3. Visible branding presence for a previously 'invisible' brand**
- 4. Extended reach – customers from regional areas and those not responsive to telemarketing or direct mail**
- 5. Direct increase in unsolicited customer enquiries**

## Defend....

- .....Where there is no attack (yet)
- Aggressive purchase of suitable lists
- Online lead generation
- Lead generation via kiosks & promotions
- White pages reduced to less than 10% of calling 6 months prior to DNCR introduction
- No reduction in new member volumes from Outbound Telemarketing

- **Pursue quality over quantity**
- **Outbound calls reduced by nearly 50% in year 1**
- **Overall sales rates doubled**
- **Agents provided with thorough briefings on each lead source, with targeted scripts to suit**
- **Lists sourced from kiosk leads, promotions leads, list brokers, online competitions & surveys, direct mail activity**
- **All non-phone channels used to generate leads**

- **Internal DNCR privacy officer appointed**
- **DNCR training provided to all:**
  - **Call Centre Staff**
  - **Direct Sales Staff**
  - **Marketing Staff**
  - **Administration & Finance Staff**
  - **Logistics Staff**
  - **Management – Senior and Middle**

- **In-house list loading & washing tool developed**
- **All relevant lists automatically washed at required intervals, can be manually washed on demand**
- **Consent capturing integrated into contact management system**
- **6 Months research, scoping**
- **3 Months Development**
- **Integrated into Wine Selectors Intranet**

## 1 Year On:

- **Outbound Telemarketing remains viable**
  - **Contributing almost 50% of new customers**
  - **Lower cost of acquisition than pre-DNCR**
- **New markets are being exploited**
  - **Customers who do not respond to telemarketing**
  - **Customers from regional areas via airports**
- **Compliance is largely automated**