

Customer Testimonials

"DataLink Services has far exceeded our expectations. When we began our relationship with them in 2008, we had no idea that we would grow to depend on their services for nearly all of our competitive data collection needs. Their flexible staffing works well with our unpredictable work load. I've been able to reduce staff and data collection costs by shifting the workload to the DataLink team."

Director Pricing Services, Automotive Aftermarket Distribution Company

"We have utilized the services of DataLink for promotional preparedness and it vastly improved our customer penetration. DataLink provided clear, concise, accurate and timely information that was cost effective. They understand the market in which we operate, which lends to ease of execution when implementing any program we bring to them."

Senior Market Manager, Automotive Aftermarket Distribution Company

"Over the past three years we have utilized DataLink for pricing surveys and customer data collection projects. In both cases, DataLink approached the project quickly and efficiently, providing the results we were searching for in a very cost effective manner. Their results have always been positive, thus we continue to rely on them today for ongoing future projects."

Product Manager, Fortune 250 Automotive Aftermarket Distributor

For more information or pricing information call:

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Customer Service

B2B and B2C Sales

Marketing

In-Store Support



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DataLink helps clients build and strengthen relationships with their customers and, at the same time, helps them increase revenue, reduce costs and achieve measurable results.

DataLink Services

Customer Service

- 🔊 Inbound and Outbound Customer Care
- 🔊 Technical Support
- 🔊 Returns and Repairs Processing
- 🔊 Order Status and Tracking
- 🔊 Online Support via Chat and Email

B2B and B2C Sales

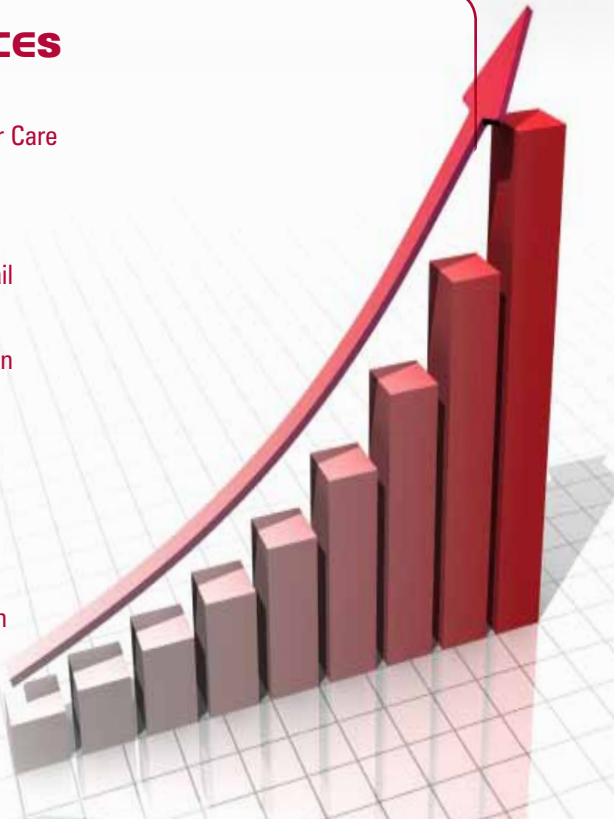
- 🔊 Lead Generation and Qualification
- 🔊 Inside Sales
- 🔊 Relationship Management

Marketing

- 🔊 Competitive Price Analysis
- 🔊 Market Research
- 🔊 Awareness Campaign
- 🔊 Integrated Promotional Campaign

In-Store Support

- 🔊 Product Training
- 🔊 Product Changeovers
- 🔊 Store Moves/Reset



Why DataLink?

- Access to on-demand agents gives flexibility and scalability for projects that need immediate results
- 24/7/365 availability
- Cloud-based infrastructure ensures reliability & tailored procedures
- Customized solutions to meet client needs
- Access to advanced technical abilities for activity management and reporting

Case Studies

Inbound Customer Service

Client: Global Automotive Aftermarket Supplier

Business Challenge: The client placed new equipment in over 4,000 stores nationwide. They did not have in-house resources to handle the increased call volume regarding the units.

DataLink Solution: A Datalink team was trained and available from 8am – 10pm weekdays to help answer stores questions, problem solve their equipment issues and place orders for replacement units.

Results: Datalink provided world class service with 97% of store calls answered and resolved immediately. The client was provided reporting that included the number of calls received, orders placed, and all equipment issues that were reported.

Promotional Campaign

Client: Top 5 Major Chemical Supplier

Business Challenge: Annual Promotional campaigns with a top distributor had very little participation and buy-in from the customers. Communication regarding the promotion was dependent on distributor and printed materials.

DataLink Solution: DataLink proposed a promotional awareness blitz that included calling each store to explain the promotion's benefits and also taking orders over the phone.

Results: This 5 week program yielded a 50% increase in promotion participation. Agents had a 40% close rate per presentation. Overall, customers were very interested in purchasing the promotion, but were not aware of it until the call.

Lead Generation

Client: \$12B+ Global Compressor Manufacturer

Business Challenge: Underperforming sales regions and new sales representatives need a source of leads for their pipeline to increase sales immediately.

DataLink Solution: Identify and qualify leads so the sales team members could maximize their time by focusing on potential customers who have an identified need or interest in the product.

Results: Over 28,000 calls were made over a 7 month period, generating 3,500 leads for their sales team, resulting in over \$915K in quotes.

Awareness Campaign

Client: Fortune 250 Automotive Aftermarket Distributor

Business Challenge: New product software was being launched and the implementation would affect store operation and sales reporting if procedures were not followed correctly.

DataLink Solution: Have a team of DataLink representatives call the client's 4,700 stores within a 4 day window prior to implementation to survey their readiness and to give them important information.

Results: All 4,700 stores were contacted within 4 days. The stores all received the necessary information and the client was able to determine that 80% of their stores were ready. They were also able to identify the 20% that needed additional assistance prior to the implementation date.

We Handle the Complete Process

STRATEGIC
PLANNING



PROJECT
OUTLINE



TIMELY
IMPLEMENTATION



REPORTING &
RESULTS ANALYSIS

