



The Marketing Store



Toronto, ON, CANADA

Corporate Profile

The Marketing Store offers outsourced marketing campaigns for major corporations like McDonalds and Nissan. The company has offices in more than a dozen major world-class cities around the globe. The Marketing Store's objective is to be "The best idea company in the world."

The Marketing Store's services can best be summed up in two words: Brand Activation™. The Marketing Store's process that brings the spirit of brands to life. Their team's goal is to make their clients' brand work harder by activating it in the minds of their clients' customers.

Every action they take is dictated by research and insight and is directed by uncluttered, realistic thinking about their client's customer, their client's brand and the places they all connect.

The Marketing Store has won several international awards for its creative branding ideas and its well executed marketing programs.

Creativity & Continuous Improvement

To facilitate their consumer-centric marketing campaigns, The Marketing Store uses an outbound contact center.

Typical of firms offering outsourced services, the call center is used to support a continually changing set of marketing programs for a number of different clients.

This means that change is the norm, and customer service representatives are continually being trained for new programs.

This need for constant training, coupled with the company's philosophy of continuous improvement led them to look at creative solutions for their call center – and one key element of their training and support infrastructure is SmartContact Center.

Initially, The Marketing Store installed a 25 seat SmartContact Center system in their Toronto-based contact center, but has since expanded the installation to roughly double the initial size.

SMART CONTACT CENTER

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