

Consumers' attitude towards tele-marketing

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ABSTRACT

Telemarketing is a double edged weapon. It has the power of immediacy and personalization in the world which is hi-tech and depersonalized. It is a great way of building prospect lists, boosting customer loyalty and clinching sales. Telemarketing is seen as a vital means to reach a prospective customer. In fact, telemarketing always produces result. It may be either positive or negative depending upon the technique used.

KEY WORDS : Telemarketing, Awareness, Performance, Satisfaction

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Several modern communication technologies have flooded the market place, but till today good old phone calls remain the most preferred form of communicating with people. In today's aggressive market, you can't wait for customers to come to you hence you must look out for them. One such marketing is telemarketing. Telemarketing is an age old marketing practice, which involves utilizing the telephone that is commonly used by lots of businesses having a planned strategy to market and sell products with an aim to achieve high volume of leads or sales. To put it in a nutshell, telemarketing is marketing conducted over the telephone. Most of the telemarketing calls are known as cold calls because the recipient of the call has not requested the telemarketer to contact them. Telemarketing is normally done from a corporate office or from a call centre. It may involve either a live caller or a pre-recorded message. Telemarketing can also be applied to other forms of electronic marketing using e-mail or fax messages.

Telemarketing is seen as an effective means to reach a prospective customer. Prospective customers are identified by various means, including past purchase history, previous requests for information, credit limit, competition entry forms,

and application forms. Names may also be processed from another company's consumer database or obtained from a telephone directory or another public list. The qualification process is intended to determine which customers are most likely to purchase the product or service. This is one industry which is spreading its wings everywhere. As telemarketing is not only considered to make outbound calls but also inbound, web-based and also making lots of money for everyone. Telemarketing also has many demerits but they can be swept under the carpet in comparison to the merits it brings. The countries which are more into the business of telemarketing are U.S., U.K. and India.

The power of telemarketing :

Telemarketing is a powerful tool. It has been proven time and again that usage of phone helps to generate business. There are many reasons for how telemarketing is hitting today's market, some of them are (1) Minimisation of cost, (2) Provides employment at large level, (3) Brings technology and thus saves time, (4) Optimum utilization of resources, (5) Establishes long-term personal relationships with customers, influencing future participation. Types of telemarketing are (1) Inbound telemarketing: in which a customer gets in touch with the company that is selling the products and the services he wants. (2) Outbound telemarketing: in which the company makes the first move and contacts potential customers to sell its products and services.

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