



## Success Story #3

# Direct Response and Telemarketing

### PROBLEM

Online Trading Academy required a 24/7/365 call center support service to effectively handle incoming calls generated by a nationally broadcast infomercial. They also needed help boosting attendance at their Power Training Seminars.

### SOLUTION

**Part 1:** Sound Telecom carefully crafted a call center support system that perfectly integrated live agent response to local, regional and national infomercial advertising. We worked directly with Online Trading Academy's marketing team to effectively support a highly nuanced TV and Cable advertising program. We turn inbound callers into registered students.

**Part 2:** Sound Telecom simultaneously developed a targeted Business to Consumer telemarketing program designed to call prospective students at home and gain their registration to important local training events. Our programs have effectively boosted participation at events by 60% or more helping local OTA offices gain higher new student conversion rates.

**Professional. Friendly. Courteous.**



Online Trading Academy students learn trading fundamentals, technical analysis, risk management and financial education skills they need to become professional stock traders.

### RESULT

OTA registers hundreds of new students each month with Sound Telecom's Inbound Support and Outbound Telemarketing programs. Online Trading Academy continues to maintain its position as the leading trading education school in the world.

**Let's Develop Your  
Solution Today**

**1.800.557.1550**

**[www.sound-tele.com](http://www.sound-tele.com)**