

**ENHANCED
OUTREACH
WITH TARGETED
TELEMARKETING
BY ACCUCOMS**

www.accucoms.com

Why Choose Us

PROVEN CUSTOMER ENGAGEMENT

- Our renewal campaigns effectively assist with subscription retention, preventing revenue loss for publishers.
- Promotional and market research efforts boost visibility through targeted outreach and in-depth analysis.

COMPREHENSIVE MARKET PRESENCE

We boost visibility by raising awareness, conducting interviews, distributing surveys, and gathering market insights to enhance our client's market presence.

RESPONSIVE CUSTOMER SUPPORT

- Managed over 2,700 customer requests in the past five years, including:
 - Invoice and quote requests
 - Trial setups
 - Information inquiries
 - Direct contact requests
- Ensured prompt and efficient follow-up, strengthening customer relationships and driving sustained revenue growth.

TAILORED APPROACH

Each campaign is customized to meet specific client needs, ensuring that our efforts align with your goals and deliver measurable results.

EXPERTISE AND EXPERIENCE

With an in-depth understanding of the academic publishing industry, our team brings years of experience to deliver high-impact telemarketing campaigns that drive success.



Campaign Performance

Renewal Campaigns:

Over the past five years, more than 18,000 renewal calls were made, accounting for 61% of all telemarketing efforts. Notably, 65% of these calls led to clear outcomes, confirming whether subscriptions were renewed, canceled, or still pending. This high response rate highlights the effectiveness of our outreach and its success in addressing subscription inquiries.

18,077

Renewal calls
made

65%

Definite
responses
received

1444

Customer
requests noted

Promotion Campaigns:

With more than 8,000 promotional calls made in the past five years, our efforts have delivered promising results and demonstrated strong customer engagement. Our strategic approach resonates with potential clients, building meaningful connections and expanding your customer base. This makes us the ideal partner for enhancing your market presence and driving growth.

In the last 5 years* 2019 and 2024

8,218

Promotion
calls made

55%

Product
information sent

500+

expression of
interest received

Contact Us



Email

accucoms.marketing@kwglobal.com



Website

www.accucoms.com



LinkedIn

KGLAccucoms

Client Success Stories

Brill

"Brill has had a robust partnership with Accucoms, over the past five years, we have benefitted from Accucoms' telemarketing and market research services. Accucoms has played a pivotal role in our operations, particularly in confirming renewal status and reengaging lapsed subscribers. Their renewal calls have been crucial in tracking renewal information and addressing customer issues effectively. Beyond renewals, Accucoms has been an invaluable partner in promoting special offers through telemarketing calls and enhancing our outreach and engagement strategies. We appreciate Accucoms' commitment to assisting us with telemarketing calls, and we anticipate continuing this successful collaboration in the future." Brill, 2024

American Academy of Pediatrics (AAP)

"AAP has relied upon Accucoms for several years to represent us through an annual telemarketing campaign to our academic subscribers. Accucoms' unique expertise in the publishing realm provides an edge to not only procure subscription renewals, but also provide crucial insights and analysis specific to satisfying our customers' needs." AAP, 2024