

Life Sciences Telemarketing Agency, Voicentric, Announces Record-breaking Growth

Expert in value proposition messaging, Life Sciences telemarketing agency, Voicentric, undertake multi-lingual telemarketing programs into: global pharma, universities and biotech companies, to conduct: market research, lead generation, appointment setting, customer satisfaction studies, data cleansing, customer profiling, conference and seminar attendance.

August 4, 2010 (FPRC) -- Voicentric Ltd, the UK's leading Life Sciences telemarketing agency, today announced the record-breaking growth of its multi-lingual telemarketing services into Europe and North America – with over 90% revenue coming from repeat business.

Expert in complex product propositions and value proposition messaging, Durham based Voicentric help global Life Sciences companies understand, test and successfully roll-out, multi-lingual telephone-based marketing, sales and customer-contact campaigns into universities, major pharma and biotech companies. They specifically undertake:

Market research

Lead generation and appointment setting

New product awareness and sales promotion

Up and cross-selling

Customer satisfaction

Account Management

Database Cleansing/Management

Database Profiling and Sourcing

Conference and seminar attendance / exhibition lead follow-up

Throughout its long tenure, Voicentric has tele-marketed a wide variety of Life Sciences products and services - both fast-moving consumables and high-ticket technology platforms. These include:

Consumables:

Microarrays, PCR and qPCR reagents, Labelling and detection, DIGE, Electrophoresis, Antibodies, Immunoassays, Cloning and mutagenesis, Sample preparation and purification, Radiochemicals

Instrumentation:

Cell Analysis systems, PET Imagers and cyclotrons, MDLC, LC-MS, MALDI-TOF, Mass Spectrometry, PCR and qPCR workflow automation, Genotyping systems, Automated cell culture, UV/VIS, FTIR, NIR, NDIR, Raman spectroscopy, HPLC, Chromatography media, columns and consumables, Atomic Absorption, ICP, NMR, plus XRF and ED-XRF elemental analysers for industrial applications and Ventilators and Anaesthetic systems for Hospitals

Software:

Upgrades, Legacy programmes

Service:

Warrantees, Service agreements and Lapsed contracts

Asked what differentiates Voicentric, Managing Director, Paul Williams says: “simple – it’s the people we employ. We have a unique relationship with the University of Durham -- one of the UKs premier Universities -- where we are the 'employer of choice'. In a typical year we recruit over 100 PhD students, postgraduates and undergraduates. Many are multi-lingual and all possess the ability to learn and absorb complex subject matter very quickly, positioning Voicentric as the specialist telemarketing agency of choice to the Life Sciences industry”.

Paul adds, “The Voicentric objective is to make our Life Sciences clients better known, better regarded and more successful. We’re committed to giving our clients a clear advantage in an increasingly competitive market-place. We have the global reach and an international client list, which includes both industry dominant players and specialist niche organisations.

For Life Sciences companies with a diverse product portfolio, highly targeted telemarketing can help plug an important sales gap. The limited ability of field based sales people to cover the full potential of their territories, and the reluctance of many highly qualified personnel to cold canvas means that clients speak regularly to their existing customer base, but fail to reach the vast majority of a market where there are thousands of potential new contact points.

Voicentric’s working methodologies assure the highest likelihood of success. Calls are structured not scripted, to establish an easy two-way dialogue and conversational style. Complex discussions are handled with high level courtesy and interpersonal skills. The management team maintain intimate knowledge of all client campaigns, with close up attention to performance, messaging and account navigation. All calls are recorded and are made available on request with on-line access to real-time campaign reports provided as standard.

Contact Information

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