

### COMPANY SNAPSHOT:

**Years in Business:** 20+

**Region Served:** National/Southwest



**Donna Hegdahl - President and CEO**

### Certifications and Registrations:

WBENC—Certified WBE 2005110785

HUB—TX Historically Underutilized

Business Certificate 1752607097800

**Duns Number:** 010220882

### NAICS Codes:

541613 Marketing Consulting

541611 Business Management Consulting

541810 Advertising Agency Consulting

541820 Public Relations Services

541910 Marketing Research

561422 Customer Service Call Centers

**UNSPSC:** 60105409, 80170000

### AWARDS:

- WBCS Volunteer of the Year
- Oncor Supplier Diversity Rising Star award
- NTC DFW MBDC Mentor Entrepreneur Outstanding Match award
- Quill Award of Excellent from Dallas IABC
- 28 MarCom Creative Awards

### When you need us:

- Your staff doesn't have time for another project, but it needs to get done
- Doesn't fit within the scope of other resources/other agencies
- You need specialized skills
- Pilot Program to test approaches, fast turn, and adaptable

### For More Information

Donna Hegdahl

donna@transsynergy.com

The TransSynergy Group

909 Lake Carolyn Parkway, Suite 320

Irving, TX 75039

972-717-7400 direct dial

972-717-3500 main number

www.transsynergy.com

### Core Competencies and Capabilities:

We help corporations retain existing customers, acquire new customers, and improve sales. Our experienced team includes experts in marketing strategy, project management, call center marketing and customer interaction delivery and evaluation.

- **Focus Groups & Customer Surveys** “Listening tools” to improve customer retention, satisfaction, and growth
- **Call Center Marketing** Create, test and implement successful sales and retention programs; execute evaluation and training
- **Interactive Voice Response (IVR) Evaluations** including in Spanish for happier customers trying to call in to automated systems
- **Campaign Development/Lead Generation**
- **Pilot Programs**

### Differentiators:

- Integrate marketing strategy into sales process to deliver measurable results: more sales and retained customers
- Breakdown the customer experience, evaluate and rebuild to achieve marketing objectives, increase retention, loyalty
- Very quickly deliver innovative projects that impact sales and retention
- Seamlessly integrate with your team, so new processes and learnings continue to add value to you, long after we finish

### Past Performance:

#### Oncor

- Employee Focus Groups enhanced the Customer Experience Program
- Customer Focus Groups recommended improvements to website and social media
- Bilingual Interactive Voice Response focus groups improved automated phone trees
- Customer service training for third-party vendors improved Oncor's reputation

#### Verizon

- Focus groups/in-depth training/new tools for call center reps improved sales and customer retention
- Customer retention research and 4 pilot programs increased retention
- Pilot program determined best way to target and sell to Hispanic customers
- Go-to-market strategy and the rollout of customer profiles improved customer relationships
- Affinity programs for schools and chambers created new sales channels
- Employee referral program resulted in family/friends buying new services

#### Others (Frito-Lay, City of Garland)

- New product rollout communication tools increased sales on delivery routes
- Customer survey for city department used high ratings to stave off competitors