

expansion. Subscribing to Advantage 800

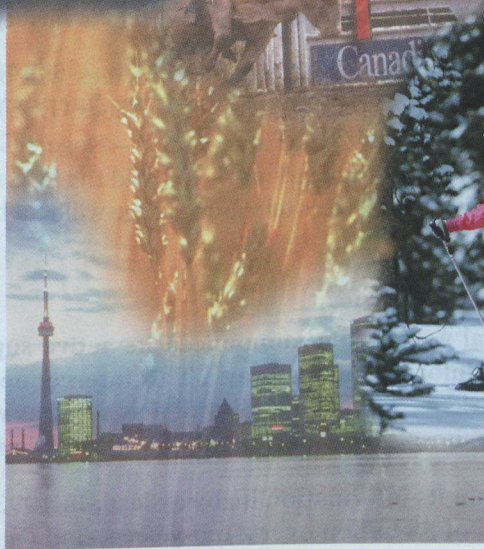
International service will help companies promote products or services and gauge market response before they invest for the long term.

Call centres are centre of attraction

Advantage 800 International service would be of potential interest to Canadian call centres – business units that market products and services, streamline order processing, speed up collections, renew warranties, handle reservations, and answer those frequently asked questions. In recent years, Canada, not surprisingly, has become a favoured international call centre destination.

Why? First, the country has a motivated, educated, and committed workforce. Second, the Stentor alliance's telecommunications network allows customers to take advantage of advanced call centre management features. By 1997, 100 per cent of Canadians will have access to CCS-7 or Common Channel Signaling, the North American standard which permits call line identification among other efficiency enhancing applications.

Third, call centres and direct marketing firms in Canada are largely self-governed and self-regulated. Consequently, companies can set up call centres in Canada without red tape or regulatory handcuffs. Even the climate – free from the typhoons, hurricanes, earthquakes, and floods that afflict more southerly areas – is tailor-made for call centres.



Operating an effective call centre, however, takes more than installing a few phone lines and waiting for orders to pour in.

You've got to hire and train staff, install the right equipment, and select the proper service features. The prospect can be daunting. Where do you start?

The Stentor alliance, through its

Phone Power group, offers call centre consulting services that can save you money and headaches. They'll determine what you need and recommend the steps to get there. This extra service is one more reason to deal with the Stentor alliance; it's truly a one-stop-shop.

Companies tackling foreign markets always face challenges. Those coming to Canada are no exception. It's how you approach those challenges, however, that determines your success. If you treat telecommunications as a strategic tool to help you succeed in international markets, you'll want to make the Stentor alliance one of your key Canadian business partners.

You can get more information on the telecommunications solutions offered by the Stentor alliance by calling the following numbers:

- United Kingdom and Europe: 171-493-3394
- United States: (201) 301-2400
- Canada: (613) 785-6250