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Greeting Message, Voice Intonation, and Reward Offered in Telemarketing Calls

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The Rochester Institute of Technology

Department of Communication

College of Liberal Arts

Greeting Message, Voice Intonation, and Reward Offered in Telemarketing Calls

by

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A Thesis submitted

in partial fulfillment of the Master of Science degree

in Communication & Media Technologies

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GREETING MESSAGE, VOICE INTONATION, AND REWARD OFFERED IN
TELEMARKETING CALLS

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Abstract

This study determined what types of appeals were more likely to gain compliance in telemarketing calls using two samples of adults and seniors. Eight different conditions were tested with combinations of greeting messages, tones of voice, and rewards offered. Significant differences were found in favor of using an eager greeting message and aggressive tone of voice. A vigilant greeting message and an aggressive tone of voice produced the greatest number of hang ups. A significant difference was found between offering a reward or not in the pitch for seniors but not for adults. Results provide support for using the peripheral route of the elaboration likelihood model thus favoring cues rather than arguments to increase receptivity to telemarketing calls.

Keywords: telemarketing, greeting message, tone of voice, reward

Greeting Message, Voice Intonation, and Reward Offered in Telemarketing Calls

Telemarketing is the use of the telephone as a medium to reach consumers to sell them goods or services. It has become so unpopular in the United States that the U.S. Congress passed the Telephone Consumer Protection Act of 1991 to restrict telemarketing. The Do Not Call (DNC) Registry reports that over 217 million people have registered to avoid telemarketing sales calls and over 3.8 million have lodged complaints (Federal Trade Commission, 2012). Despite its unpopularity, telemarketing has been reported to have the highest response rates when compared to direct mail and email (Milne, 2010; Wurmer, 2012). Telemarketing produced response rates of 13% but also had the highest cost.

With the potential for high return on a greater investment, maximizing the efficiency of telemarketing calls is crucial. This study will measure how different kinds of greeting messages, vocal intonation, and reward offers may influence receivers to accept or reject an offer by phone. With two different experimental designs followed by a survey the present study explores what can facilitate a telemarketer to be more persuasive and successful during a phone call by enhancing compliance and reducing resistance.

Compliance gaining is the attempt to alter an individual's behavior by verbal means. Daly and Wiemann (1994) define the objective of compliance gaining as "increasing our understanding of how social actors use messages to achieve goals" (Daly & Wiemann, 1994, p. 33). The authors mention that offering rewards in numerous occasions can greatly motivate others and meet one's target goal. The main concern of the authors is to determine how individuals with little power influence others and change their behavior. A popular assumption concerning the compliance gaining literature refers to a standard set of tactics that many believe

can be used with all targets (family, friends, and strangers). When it comes to compliance gaining researchers should know the differences between tactics, strategies, and plans. A tactic is known as a single act, a strategy concerns the behavioral sequence to meet a goal, and a plan is when thinking implies before accomplishing a goal. Compliance gaining concerns the tactics used in the proper sequence. For example, a person cannot just inflict guilt on another individual without reason or without previous contact with them.

Persuasion is the act or process of inducing someone to do something through reasoning or dispute. Daly and Wiemann (1994) divide persuasion into the following tactics: ask, self-oriented, butter-up, dyad-oriented, social principles, and negative. Ask refers to a request with no reason given to cooperate. Self-oriented is when one presents evidence as to why someone should cooperate. Butter-up is when the individual tries to flatter someone to get cooperation later on. Dyad-oriented is when an individual uses another person or a mutual friend in order to try to get cooperation. A social principle refers to letting someone know what others would do in a particular case to gain cooperation. Lastly, a negative persuasion is when an individual does unethical things to others or uses emotional displays in order to gain assent. Daly and Weimann (1994) recommend that individuals should have a cluster in mind that they would like to achieve. The authors mostly refer to the clusters as: initiate relationship, obtain permission, gain assistance, escalate relationship, give advice, enforce obligation, normative request, and protect right. The authors suggest combining the tactics with the goal types (clusters) for better results of altering behaviors (Daly & Weimann, 1994).

The authors conducted a study to determine when actors succeed or fail in achieving their goals, and whether gender played an important role in the pursuit of goals. They concluded the following:

Respondents were generally less successful in influencing brothers/sisters (49%), parents (52%), and roommates (56%), than in influencing bureaucrats (60%), friends (66%), and neighbors/strangers (73%), possibly because targets are most likely to comply with a request for assistance than for other motives. (p. 67)

On the other hand, females were commonly pursued in charity selling and were better in selling qualitatively different objects and services. According to reports, females sold charity more effectively, were more successful in shared activities and changed opinion goals with parents, and were less effective in gaining permission from parents (Daly & Wiemann, 1994).

Compliance gaining is separate but not unrelated to persuasion, and many professionals, including telemarketers, use compliance gaining tactics and additional elements of persuasion. Professions like sales agents and managers, lawyers, lobbyists, fundraisers, marketing managers, vendors, advertising sales agents, public relation consultants, and speakers all use persuasion as part of their daily jobs. Although persuasion occurs in face-to-face communication, in telemarketing, it is phone-mediated, interpersonal communication. Telemarketers use persuasion in a more personalized way than many other professionals because they try to persuade customers individually and devote time to each potential customer. The telemarketers can answer any questions the client might have with regard to the service offered or the product in only one phone call.

Telemarketing “is the art and science of getting the right offer, to the right people, at the right time, and recording and fulfilling their request for products or services” (Menhrota & Agarwal, 2009, p. 171). According to Meacham (2004) telemarketing began during World War II when companies began to communicate directly with their consumers. The telephone became the only medium to use when a company wanted to expand its business by communicating directly with its customers. Telemarketing grew immensely in the 1970s when the oil crises began, and it became too expensive for salesmen to visit their customers face-to-face. Telemarketing boomed in the 1980s. It has become a very powerful and cost-effective way for companies to communicate with existing or potential customers. Every day, 300,000 agents are working for telemarketing companies reaching about 18 million people in the United States (Meacham, 2004).

Although the telephone can be a key medium for sellers, some receivers perceive telemarketing negatively (Ayres & Funk, 2002). The receivers prompted the Federal Trade Commission (FTC) to investigate this situation. In 1991, a regulation was made to not allow telemarketing calls to health clinics, fire stations, law enforcements, and hospitals. In 1994 the FTC decided to limit the schedule so telemarketers would not interrupt during dinner or sleeping hours. It stated that there should only be calls made from 8:00 a.m. through 9:00 p.m. in every time zone. In 1999, the Do Not Call Registry was proposed, and by June 2003 it was accepted. This was done to avoid telemarketer's calls. There are online sites and telephone numbers where people can call to register their phone numbers to be taken out of telemarketer's dialing lists. Contact centers are required to check the DNC Registry list every three months and take out all of the numbers that have been registered. If after three months a person registered in the DNC

list is called, fines can be imposed on the Contact Center where the telemarketer called from (Milne, 2010). Former President George W. Bush stated that the DNC will be a way to protect America from the telemarketers (Chester & Brown 2004).

Telemarketer's unprofessional behavior and disregard of privacy in households have had a strongly negative influence in society over the last three decades. However, telemarketing is perceived differently in different types of societies (Menhrota & Agarual, 2009). According to Menhrota & Agarual (2009) there are four negative factors that are influenced by telemarketing. The first one is intrusiveness. Telemarketers call people at inappropriate times of the day. The phone call distracts people from what they were doing by asking them private questions that they believe should not have been asked in the first place. The second factor is psychological reactance. This concerns telemarketers' control of space, information, and security. The psychological reactance theory occurs when people are limited by the options to choose from; for example, when telemarketers call to survey someone and do not give the alternative that someone is looking for (Brehm, 2009). In a survey, individuals who are called have limited behavioral choices. Psychological reactance is perceived when solicitors offer individuals options to choose from and motivate them to choose one of the options offered. The individuals have freedom other than the options they are provided. The third factor is information orientation and perceived usefulness. This comes into practice when telemarketers contact someone with irrelevant information that does not fit into the customer's consumption need. Last, there is a customer privacy concern factor. This begins when telemarketers ask private questions of the consumers to create a database or generate a lead and call them back when they see a campaign that might fit their profile. This privacy concern is of greater concern to people with higher

incomes. The theory of perceived adequacy of resources states that a person who perceives insufficient resources probably answers telemarketers to improve their financial situation (Lee & LeSoberon-Ferrere, 1997).

The Federal Bureau of Investigation (FBI) estimated that 14,000 fraudulent telemarketing companies were operating in the United States (Lee & LeSoberon-Ferrere, 1997). Out of these 14,000 companies 80% were targeting older people (65 and up). Contact centers have found that elderly people are more likely to give telemarketers information. They are often considered easy targets. They are more likely to also receive fraudulent calls for the same reason. Nonwhites, women, and the poor are more likely to receive fraudulent calls from telemarketers than men, whites, and the affluent. Women are classified in the underprivileged category because they behave in society less assertively or are politer than men. Lee & LeSoberon-Ferrere (1997) contend that "Underprivileged consumers are more susceptible to consumer fraud than privileged consumers because of the asymmetry of power relationships between the groups" (p. 210).

Another target for telemarketers is the isolated. Social integration theory states that the socially isolated (usually consumers who are retired or have had loss of a companion) tend to be vulnerable to telemarketers' persuasive scripts. They are insecure about their beliefs; therefore, they become weak when trying to affirm their point of view and just go with what the telemarketer is offering (Lee & LeSoberon-Ferrere, 1997). Telemarketers often push individuals to believe in something even if the person does not have a need for it; they try to persuade them by creating a need for them. For example, telemarketers might persuade seniors to join a health insurance plan because they need it instead of saying it might be helpful to have. Taking this approach, telemarketing can possess an attribute or behavior towards a product in a phone call

and create a positive consequence or outcome in order to convince individuals to purchase or participate. For example, if individuals answer some survey questions, they have the opportunity of entering a raffle for an all-inclusive cruise in spring. This way the solicitor and consumer can both obtain benefits. The solicitor gets his/her job done by completing the survey while customers are not simply wasting their time but participating in a raffle.

Lee and LeSoberon-Ferrere (1997) showed that consumers who have a positive manifestation for telemarketers are mostly low-income individuals and Hispanics. The reasons why they listen were as follows: some like being solicited, some are interested in certain products offered, some want to gather some kind of information, and some simply like socializing. Even though these customers have a positive attitude towards telemarketing, they also have a higher rate of responding to any fraudulent calls (Lee & LeSoberon-Ferrere, 1997).

Contact centers usually offer outbound or inbound services. Outbound services are when solicitors make calls to the customers (Business to Business or Business to Consumer) to inform the customer, generate information, set an appointment, or simply sell a product. Inbound services are when customers call the contact center with regard to a product or service that they need or to seek further information. Despite the complaints of some who feel overburdened by telemarketers' calls and consider them intrusive, this study will investigate which telemarketers' characteristics are important in an outbound call to make it successful.

Every day telemarketers are exposed to different kinds of audiences and must try to persuade them by reducing resistance and gaining compliance. The difficult challenge they are facing is how to grab the attention of their potential customers in the first 20 seconds and

persuade them to satisfactorily complete the call. The customer might not be interested at first, but the telemarketer's job is to grab the receiver's attention and achieve their compliance.

Rationale

As an Operations Manager in a call center since 2010, working in outbound services has not been an easy task. Many questions will be answered and problems will be resolved after this study is conducted allowing call centers to eliminate some of their errors and additionally implement new strategies of training and scripting after testing three factors (greeting messages, tones of voice, and rewards offered). This study will help eliminate the repetition of ineffective practices. Conducting a survey after 1, 200 outbound calls have been made will provide a basis for future recommendations. This study can be useful as guidelines in any call center to make it more effective.

In a scholarly level, the study will test the effectiveness of the elaboration likelihood model regarding peripheral or central cues in the context of telemarketing. Many consider telemarketing intrusive, and every year more people join the DNC Registry List. This study would benefit telemarketing efforts aimed at determining what cues are important and help telemarketers better serve their audiences.

The study's findings will contribute to any persuasive profession that requires motivating individuals, enhancing compliance, or persuading listeners. A few contexts might include education, politics, and business. The results obtained by this study will help individuals know what influences a person to listen to them, purchase a product or service, or persuade them on a particular subject. This study can help some individuals eliminate the use of ineffective methods and start implementing more effective practices.

The study's conclusion intends to provide comprehensive information for a businessman or businesswoman. Although this study is based on a telephone approach, there are some factors that can be important in face-to-face communication while selling or simply speaking. The data collected should provide valuable information about greetings, tones of voice, and rewards offered. These factors are important for a businessman and businesswoman to know when starting a conversation or sale and should be beneficial for their success.

Review of Literature

Persuasion can be studied in different ways. Wyer (2010) studied self-categorization theory along with persuasive messages in out-groups and in-groups. Two different studies were conducted where there was a persuasive message presented from an in-group and one from the out-group. The attitudes were then measured to obtain a result. The results concluded that persuasive messages from in-groups were more influential than out-groups. However, when a persuasive message was exposed, and there was no particular interest from either of the groups, both groups were persuaded equally. Wyer's (2010) experiment can help individuals determine which types of groups are more likely to be persuaded, and this can inform telemarketers as to who to contact and which are more likely to be persuaded. As stated previously, Lee and LeSoberon-Ferrere (1997) showed that consumers who have a positive manifestation for telemarketers are mostly low-income individuals and Hispanics. The reasons why they listen were as follows: some like being solicited, some are interested in certain products offered, some want to gather some kind of information, and some simply like socializing. Even though these customers have a positive attitude towards telemarketing, they also have a higher percentage of responding to any fraudulent calls (Lee & LeSoberon-Ferrere, 1997).

Fennis and Stell (2011) studied how to be successful in persuading individuals and increase the odds of behavioral compliance in a face-to-face study. The study investigated the power of influence strategies in nonverbal behaviors. In a supermarket, several individuals were asked to act as sales representatives to persuade customers to buy a box of Christmas candy. There were two different kinds of sales representatives: one had an eager nonverbal behavior and the other had a vigilant nonverbal behavior. The eager sales representative had active, open gesticulation and fast body movement and speech rate. On the other hand, the vigilant behavior representative was more easygoing and used a more closed gesticulation, did not move much, and had a slower speech rate. Of the consumers approached by the sales representatives, 67% bought the Christmas candy box, and of them 71% agreed to purchase the candy when an eager sales representative approached them. The rest were persuaded by the vigilant sales representative.

Cesario and Higgins (2008) conducted a similar study in which they explored how nonverbal cues can increase persuasion. The authors predicted that “when the nonverbal cues of a message source sustain the motivational orientation of the recipient, the recipient experiences regulatory fit and feels right, and that this experience influences the message’s effectiveness” (Cesatino & Higgins, 2008, p. 415,). Ninety students were randomly selected and assigned to watch one of two videos. The content of the video was the same except that one had an eager and the other had a vigilant nonverbal delivery when transmitting the message. Later, they were asked to answer a questionnaire with promotion and prevention strategies. The video with the eager style was easier for students to process than the vigilant style.

The vigilant delivery style was more effective for participants higher in prevention focus and became less effective as promotion focus increased. In contrast, the eager delivery style was more effective for participants higher in promotion focus and became less effective as prevention focus increased. (Cesario & Higgins, 2008, p. 418)

The study also reported that an eager transmitted message produced more feeling right for individuals with higher promotion focus and feeling right decreased as prevention focus increased and it was the opposite for the eager delivery. In conclusion, the greater feeling right was associated with greater message effectiveness. Both of the studies mentioned show that an eager message is more effective than a vigilant message. The present study will inform contact centers in the telemarketing business if an eager message is more successful than a vigilant message.

Jackob, Roessing, and Petersen (2011) tested whether the factors of content, voice, and body language influenced persuasion. Two experiments were conducted. In the first experiment the researchers tested three different versions of videos to different audiences. In the first video a speaker was presented without vocal emphasis and gestures. The second video had vocal emphasis but no gestures. The third video included both vocal emphasis and gestures. The second experiment was conducted seven months later with the same elements but with only audio. Both experiments found similar results; the audio only (second experiment) rated more positively overall. The results were as follows: content dominates the effect of the speech, gestures and emphasis enhanced better perception of some cues of the speech like power and liveliness (Jackob et al., 2011). The results could be beneficial to telemarketers because they

support the idea that vocal emphasis and content are important when trying to enhance compliance.

Elaboration Likelihood Model

Richard E. Petty and John Cacioppo (1986) developed the elaboration likelihood model (ELM). They studied how persuasion leads to changing attitudes. In the ELM, persuasion is evaluated in two ways: high elaboration (central route) or low elaboration (peripheral route). The central route consists of two attitudes, positive or negative, that embraced a change. This route requires a lot of thought under conditions of high elaboration. If favorable thoughts are exposed in an elaboration process the message has a high probability of being accepted. On the contrary, if unfavorable thoughts are exposed while presenting an argument the message will most likely be rejected. In order for a message to be effective there must be a motivation involved. The peripheral route does not involve a lot of thought process. The essential key to this process is having a temporary change on a topic. The peripheral cues concentrate on credibility, quality presented, and attractiveness, among other factors. Individuals accept or decline messages based on the cues instead of the actual concept or issue exposed (Bhattacharjee & Sandford, 2006). Outside cues in this route influence the process of receptiveness (Bhattacharjee & Sandford, 2006). Sometimes even though an individual has a negative perception of the telemarketer s/he might change their mind temporarily depending on what is being offered. On the contrary, in the central route individuals are persuaded by arguments rather than cues. Education level could affect an individual's ability to be persuaded or not. Bhattacharjee and Sandford (2006) explain:

People in the high elaboration likelihood state are more likely to engage in careful scrutinization or thoughtful processing of an information message and, therefore, tend to

be more persuaded by argument quality than by peripheral cues. In contrast, those in the low elaboration likelihood state, lacking the motivation or ability to deliberate thoughtfully, tend to be motivated by peripheral cues. (p. 8)

There are three main differences between the two routes. First, the central route concentrates on communicating arguments while the peripheral route concentrates on the cues. Second, attitudes developed in a central route are stronger than those formed in a peripheral route. The central route requires more thought and evaluation of the arguments, while the peripheral route does not require as much evaluation or thought because it is mostly concentrating in the cues and how they can affect one positively or negatively (Petty & Cacioppo, 1986). The third indicates that persuasion is more likely to stay equivalent and less likely to change in a central route. On the other hand, peripheral routes are inclined towards changing attitudes in a short term. This study will evaluate what cues are important when an outbound telemarketing call occurs and whether peripheral cues or central cues are more influential when deciding to reject or accept an offer.

Voices are considered a peripheral cue in telemarketing and the ELM shows that this can affect the behavior of the audience whose participation in an advertisement is low. Since telemarketing contains sounds without any visuals it is suggested that the voice and what it contributes to telemarketing should be investigated (Chebat, Hedhli, Chebat, & Boivin, 2007). Contact centers could take advantage of this and implement the most effective practices to persuade consumers.

Studies have shown that voices have the ability to manipulate persuasive messages (Chebat et al., 2007). In support, a study was conducted with telemarketers calling on behalf of

an ATM card for a Canadian bank (outbound campaign). It attempted to determine whether peripheral cues affected the behavior of consumers if they had low involvement in the advertising message. The study produced a number of conclusions: intensive voices influenced credibility of the source in an identification dimension; a voice with a low intensity negatively affected identification of the source. A marked or moderate intonation of voice was perceived as negative to the source identification as compared to an unmarked intonation. A fast speech rate improved the identification and internalization of the source of voice. The results also highlighted that gender did not have a significant effect on internalization, identification, or compliance. The study demonstrated that the ELM plays an important role in the peripheral cues of voices. The results provide guidance regarding how telemarketers should use voice: it should have moderate intensity, unmarked intonation, and a fast speech rate (Chebat et. al 2007). The present study will investigate the tones of voice and what types of voices are most effective during a telemarketer's call.

The call's greeting is very important. A study in Washington was conducted to determine whether "I'm not selling anything" as an introduction to the telemarketing script made any difference from the customer's perspective. Reagan, Pinkleton, Aaronson, and Ramo (1995) compared two different introductions: one with "I'm not selling anything" and the other with a brief explanation of a university affiliation. Results were that customer's put more additional attention when the university affiliation was explained than when both the university affiliation and the "I'm not selling anything" phrase were used. Although many telemarketers still use the "I'm not selling anything" as an introduction, the study demonstrates it does not have an effect when solicitors are calling. The fact that the telemarketer is calling the customer from a long

distance with a university affiliation helps the customer develop some trust and create some credibility (Reagan et al., 1995). The greeting message is one of the variables that will be explored in this study based on what the authors suggest.

Overall, past research has demonstrated that persuasion can be measured in different ways. An initial telemarketing greeting message should not involve "I'm not selling anything" as part of their sales pitch because it has been shown not to motivate customers. This study will examine whether other greeting messages influence the acceptance of a telemarketer's call. Tones of voice can enhance perception of cues like power and liveliness. This will be tested by having some telemarketers use aggressive tones of voice and some with easygoing tones of voice. In face-to-face communication or in videos, an eager message is more effective than a vigilant message; this study will test if this is accurate via phone messaging as well. Lastly, peripheral cues like offering a reward will be tested to see if individuals are mostly motivated by peripheral cues instead of the central cues during a phone call.

The purpose of this study is to determine which factors customers are more receptive to when receiving a telemarketer's call. Specifically, it focuses on determining which appeals will overcome resistance and enhance compliance, and if it differs amongst adults and seniors.

Research Questions and Hypotheses

Telemarketers need a script to guide them through the information that they should gather from their customer to successfully complete a call. Script coordination is crucial in every outbound campaign. Individuals are being called unexpectedly; therefore, the telemarketers must have a special kind of "catch" to grab the customer's attention and achieve their goal of completing a sale. The first research question seeks to determine what should be included in a

telemarketer's sales catch, what is needed to build a relationship without many additional phone calls, and how to avoid customers hanging up.

The following research questions concentrate on Bhattacharjee & Sanford's (2006) assertion that individuals concentrate on credibility, voices, or rewards offered, and to what degree telemarketers influence their decision regarding acceptance or rejection of the offer in an outbound call.

RQ1: What differences are there in public receptivity between different greeting messages in outbound telemarketing calls?

RQ2: What differences are there in public receptivity between different tones of voice in outbound telemarketing calls?

RQ3: What differences are there in public receptivity between a reward offered during the initial greeting of a call and when there is not in outbound telemarketing calls?

This study will also test the following hypotheses:

H1: The eager greeting message will receive more successful responses to the telemarketer's call in the adult's campaign; on the contrary the senior's campaign will be more successful to their responses with a vigilant greeting message.

H2: The aggressive tone of voice will have better receptivity as to listening to the entire pitch in the adult's campaign; the senior's campaign will have more success with an easygoing tone of voice.

H3: When a reward is offered in the initial pitch of the call both adults and seniors are inclined towards listening to the entire pitch of the call rather than hanging up or only listening to a portion.

Method

Participants

For this research there were two types of participants. The first type was individuals in the New York area with landlines and residing in houses (not apartments) with the authorization to make decisions on their energy bills. The operators called in reference to an energy service company (ESCO) to offer a price reduction in the respondents' energy bills. The survey addressed only the individual in charge of the electric bill so no specific gender or age was required. The sample consisted of the first 600 calls to individuals who participated in the survey.

The second type of participants was individuals above the age of 60 in the US except for the states of Florida, New Jersey, Pennsylvania, Arizona, California, Texas, Indiana, New York, Kansas, Wisconsin, Virginia, Maryland, and Washington and with an annual income of more than \$11,000. The solicitors for these types of participants called on behalf of the LifeWatch campaign. They asked individuals if they were in need of a medical alert system and whether they should send the information to them. The sample consisted of the first 600 calls to individuals who participated in the survey. Both types of participants were called on behalf of New Logic Leads, a call center located in Puerto Plata, Dominican Republic.

Materials

The resources needed for this study were operators calling on behalf of a call center and participants willing to talk to the operator about their electric bills or need for a medical alert system. The telemarketer had to correctly record data from each phone call and fill out an online survey (www.clipboard.rit.edu) while asking questions to the individual on the phone.

Procedures

Listed below are five steps that were followed in order to conduct the study.

1. A telemarketer called individuals on behalf of an ESCO to offer a price reduction on their energy bill for the first 600 calls. (See Appendix A-1 for the generic script of the ESCO.)
The next set of 600 calls was from a telemarketer calling seniors on behalf of a medical alert company to see whether they were in need of this device. (See Appendix A-2 for the generic script of the medical alert campaign.)
2. The telemarketer recorded the results of each call. The company used a predictive dialer where the agent could record the disposition of each call based on how the call went.
There were four categories for the telemarketer to select: hung up, listened to a portion, listened to the pitch and rejected the offer, listened to the pitch and accepted the offer. An extra disposition appeared automatically when the dialer detected an answering machine.
3. If the individual listened to the entire call regardless of accepting or rejecting the offer, the telemarketer asked to conduct a brief five-minute survey during the same phone call.
The individual had to agree in order to proceed.
4. The telemarketer filled out the survey in the same phone call via www.clipboard.rit.edu as the individual responded to the questions asked (see Appendix B for the survey).
5. Data were analyzed.

Experimental Design

To test the receptivity of the calls being made there were eight treatment conditions. The scripts used in Appendix A were redesigned to have the following changes. Each condition was administered to 150 subjects. For example, the first experiment had an agent with an eager

greeting message (initial script will have to be modified) and at the same time the representative's tone of voice was very aggressive and mentioned that there was a reward in the first part of their pitch (the initial script will have to be modified). Below are the eight conditions that were presented by a telemarketer.

	Greeting Message		Tone of Voice		Reward Offered
C1	• Eager	➡	Aggressive	➡	Reward Offered
C2	• Eager	➡	Easy Going	➡	No Reward Offered
C3	• Eager	➡	Aggressive	➡	No Reward Offered
C4	• Eager	➡	Easy Going	➡	Reward Offered
C5	• Vigilant	➡	Aggressive	➡	Reward Offered
C6	• Vigilant	➡	Easy Going	➡	No Reward Offered
C7	• Vigilant	➡	Aggressive	➡	No Reward Offered
C8	• Vigilant	➡	Easy Going	➡	Reward Offered

Key
C=Condition

Figure 1. Eight possible conditions presented by a telemarketer.

Telemarketers were trained as to what to do in each condition; all the calls were recorded to randomly monitor that the agents expressed themselves correctly. Each condition was tested with 150 calls; the Information Technology (IT) manager had 16 separate lists. Eight of them were households in the New York area with 75 numbers each; the remaining eight were households in the US targeting seniors. The telemarketers dialed with condition one, and once the list was finished, the IT manager announced to the telemarketers that they would need to switch to condition two and continue switching after each of the eight conditions were

completed. After each call ended the telemarketer recorded one of the four categories depending on how the call went: hung up, listened to a portion, listened to the pitch and rejected the offer, and listened to the pitch and accepted the offer.

Survey Design

Every individual called by a telemarketer who listened to the entire pitch was asked if s/he could participate on a brief five-minute survey regardless of the decision made to accept or reject the offer from the ESCO Company or the medical alert campaign (see Appendix B for survey.) The survey determined whether the cues analyzed were important factors when it came to persuading a customer by phone.

Measures

The dependent variable (public receptivity) was examined by the different experiments designed (see above in Experimental Design). The behavior of the individuals being called was measured by the indication of the telemarketer in each call choosing one of the four categories. The IT manager was able to obtain results of the indication from each condition because there were 16 different lists uploaded in the dialer with 75 numbers each, and the manager announced to the telemarketers when they would switch to the next condition.

The different greetings were evaluated in the eight conditions and in question three of the post survey. Question four in the survey attempted to find out if the initial greeting was important. The different tones of voice were evaluated in the eight conditions and in questions five and six of the post survey. Question five asked how satisfied the receiver was with the tone of voice, and question six asked if the tone of voice influenced their purchase or their rejection. Lastly, the reaction of when a reward was being offered in the initial pitch of a call, or if there

was not a reward in the initial phase of the call, was examined in the eight conditions and in questions seven and eight depending on what condition the agent used. This experiment and survey were a combination of Bhattacharjee and Sanford's assertion, Jacob, Roessing, and Peteron's vocal emphasis, and Chebat's information of voices.

Results

A total of 1,200 individuals were pitched (600 hundred adults and 600 seniors) with eight different conditions. A total of 1.8% of both campaigns (LifeWatch & ESCO) listened to the representative's pitch and accepted the offer, while 37.8% listened to what the representatives had to say but rejected the offer for anonymous reasons. For personal reasons 31.6% listened to a portion of the call and did not want to continue listening to the representative's pitch, and the remaining 28.8% hung up before listening to the first few seconds of the call (see Table 1). There was a significant difference between ESCO and LifeWatch's responses ($\chi^2 = 16.02$, $df = 3$, $p = .001$). ESCO was more successful accepting the offer (13) than LifeWatch (nine), persuading four more individuals than LifeWatch. Out of the 1,200 individuals only 28 individuals agreed to take the post survey.

Table 1

Responses for Two Different Clients (ESCO and LifeWatch)

Responses	Client				Total	
	ESCO		LifeWatch			
	<i>n</i>	%	<i>n</i>	%	<i>N</i>	%
Hung Up	143	23.8	202	33.7	345	28.8
Listened Portion	193	32.2	186	31.0	379	31.6
Listened & Rejected Offer	251	41.8	203	33.8	454	37.8
Listened & Accepted Offer	13	2.2	9	1.5	22	1.8
Total	600	100.0	600	100.0	1200	100.0

Type of Content	χ^2	<i>df</i>	<i>p</i>
Pearson Chi-Square	16.021*	3	0.001
<i>N</i> Valid Cases	1200		

Note. * 0 cases (.0%) have a frequency under 5. The min expected frequency is 11.

To answer the first research question, “What differences are there in public receptivity between different greeting messages in outbound telemarketing calls?” a test of difference (Chi Square) between the eager greeting message and the vigilant greeting message was conducted dividing it into the two different campaigns. Using the eager greeting message pitch LifeWatch had more hang ups (86) than ESCO (67). More individuals listened to just a portion in the LifeWatch campaign (96) compared to ESCO (77). The number of individuals who listened to the entire pitch but rejected the offer was higher in the ESCO campaign (145) than in LifeWatch (113). Lastly, more individuals accepted offers (11) with an eager greeting from the ESCO campaign than from the LifeWatch (five). On the contrary, when the representatives used a vigilant greeting message the ESCO campaign received 40 fewer hang ups than LifeWatch. More citizens listened to a portion of the call in the ESCO campaign than the Lifewatch, yet the vigilant greeting message resulted in four individuals accepting an offer in the LifeWatch campaign while there were only two acceptances in the ESCO campaign. This provides support for hypothesis 1, “The eager greeting message will receive more successful responses to the telemarketer’s call in the adult’s campaign; on the contrary the senior’s campaign will be more successful to their responses with a vigilant greeting message” (see Table 2 where $\chi^2 = 20.738$, $df = 3$, $p = .000$). There was a significant difference between the greeting messages and the responses obtained in the ESCO campaign ($\chi^2 = 20.738$, $df = 3$, $p = .000$).

Table 2

Greeting Messages (Eager and Vigilant) for Two Clients (ESCO and LifeWatch)

Client	Response	Greeting Message				Total	
		Eager		Vigilant		N	%
		n	%	n	%		
ESCO	Hung Up	67	22.3	76	25.3	143	23.0
	Listened Portion	77	25.7	116	38.7	193	32.2
	Listened & Rejected Offer	145	48.3	106	35.3	251	41.8
	Listened & Accepted Offer	11	3.7	2	.7	13	2.2
	Total	300	100.0	300	100.0	600	100.0
LifeWatch	Hung Up	86	28.7	116	38.7	202	33.7
	Listened Portion	96	32.0	90	30.0	186	31.0
	Listened & Rejected Offer	113	37.7	90	30.0	203	33.8
	Listened & Accepted Offer	5	1.7	4	1.3	9	1.5
	Total	300	100.0	300	100.0	600	100.0
Type of Content		χ^2		df		p	
ESCO							
Pearson Chi-Square		20.738*		3		0.000	
N Valid Cases		600					
LifeWatch							
Pearson Chi-Square		7.366**		3		0.061	
N Valid Cases		600					

Note. *0 cases (0.0%) have an expected frequency under 5. The min frequency expected is 6.50.;

**2 cases (25%) have an expected frequency under 5. The min frequency expected is 4.50.

The second research question, “What differences are there in public receptivity between different tones of voice in outbound telemarketing calls?” was answered by the results obtained in Table 3 with a Chi square testing the difference between the aggressive tone of voice and easy going tone of voice in both campaigns. LifeWatch had more hang ups with an aggressive tone of voice (129) than the ESCO (87). ESCO’s potential customers listened more to the entire pitch even though they declined the offer (133) more often than the LifeWatch customers (88). Finally, the aggressive tone of voice was more successful with ESCO customers who agreed to accept the offer with nine sales while the LifeWatch representatives could only close five sales (note that the target population for each offer had the same response propensities and different adjustments in each script). On the other hand, the seniors called by the representatives on behalf of the LifeWatch campaign were less tolerant than ESCO’s potential customers when there was a vigilant tone of voice. ESCO only had 56 hang ups while LifeWatch had 73. Although the tone of voice (vigilant) was the same for both adult and senior campaigns, they both yielded the same results when it came to accepting an offer (1.3%). The second hypothesis was supported, “The aggressive tone of voice will have better receptivity as to listening to the entire pitch in the adult’s campaign; the senior’s campaign will have more success with an easy going tone of voice” (see Table 3). Listening to the entire pitch falls into two categories (listened and rejected the offer, and listened and accepted the offer); therefore, ESCO had better receptivity with an aggressive tone of voice with 142 responses (nine of them being completed sales) in comparison with an easy going tone of voice that totaled 122 responses (four of them being completed sales). LifeWatch, on the other hand, had 119 responses with an easy going tone of voice (four of them being completed sales); with an aggressive tone of voice the campaign only had 93 responses

(five of them being completed sales). Even though the aggressive tone of voice had more offers accepted in the LifeWatch campaign, the second hypotheses remains supported because more individuals listened to the entire pitch with an easy going tone of voice. There are significant differences between campaigns: ESCO campaign ($\chi^2 = 23.016$ *, $df = 3$, $p = .000$) and LifeWatch ($\chi^2 = 24.066$ **, $df = 3$, $p = .000$).

Table 3

Tones of Voice (Aggressive and Easy-Going) for Two Clients (ESCO and LifeWatch)

Client	Response	Tone of Voice				Total	
		Aggressive		Easy-Going		Freq	%
		<i>n</i>	%	<i>n</i>	%		
ESCO	Hung Up	87	29.0	56	18.7	143	23.8
	Listened Portion	71	23.7	122	40.7	193	32.2
	Listened & Rejected Offer	133	44.3	118	39.3	251	41.8
	Listened & Accepted Offer	9	3.0	4	1.3	13	2.2
	Total	300	100.0	300	100.0	600	100.0
LifeWatch	Hung Up	129	43.0	73	24.3	202	33.7
	Listened Portion	78	26.0	108	36.0	186	31.0
	Listened & Rejected Offer	88	29.3	115	38.3	203	33.8
	Listened & Accepted Offer	5	1.7	4	1.3	9	1.5
	Total	300	100.0	300	100.0	600	100.0

Type of Content	χ^2	<i>df</i>	<i>p</i>
ESCO			
Pearson Chi-Square	23.016*	3	0.000
<i>N</i> Valid Cases	600		
LifeWatch			
Pearson Chi-Square	24.066**	3	0.000
<i>N</i> Valid Cases	600		

Note. *0 cases (0.0%) have an expected frequency under 5. The min frequency expected is 6.50.; **2 cases (25.0%) have an expected frequency under 5. The min frequency expected is 4.50.

The third research question is “What differences are there in public receptivity between a reward offered during the initial greeting of a call and when there is not in outbound telemarketing calls?” When a reward was offered in the first part of a pitch, the number of responses was similar in both campaigns except for the number of individuals who accepted the offer. ESCO had seven individuals who accepted the offer while LifeWatch only had four. In addition, when there was no reward offered in the initial part of the pitch, seniors tended to hang up more (120) than adults (64). The number of individuals who listened to a portion when there was not a reward offered in both campaigns had similar results. More adults listened to a portion of the script but rejected the offer (128) as compared to seniors (89). Even though there was no reward offered in the initial part of the script, both campaigns had similar numbers of individuals who accepted the offer (ESCO had six, LifeWatch had five). Table 4 demonstrates the third hypothesis to be false which states “When a reward is offered in the initial pitch of the call both adults and seniors are inclined towards listening to the entire pitch of the call rather than hanging up or only listening to a portion.” This hypothesis is not entirely supported because the ESCO campaign had a total of 130 responses (in the categories listened and rejected offer, and listened and accepted offer) when a reward was offered; this same campaign had a total of 134 responses (in the categories listened and rejected offer, and listened and accepted offer) when there was no reward offered. LifeWatch had 118 responses when a reward was offered and only 94 when there was not a reward offered. There was a significant difference found in the LifeWatch campaign when a reward was offered and when there was not a reward offered in the initial pitch of the telemarketer’s call ($\chi^2 = 11.392, df = 3, p = .010$).

Table 4

Reward versus No Reward Offered during Initial Pitch of Calls to Clients (ESCO and LifeWatch)

Client	Response	Reward Offer				Total	
		Reward		No Reward		N	%
		n	%	n	%		
ESCO	Hung Up	79	26.3	64	21.3	143	23.8
	Listened Portion	91	30.3	102	34.0	193	32.2
	Listened & Rejected Offer	123	41.0	128	42.7	251	41.8
	Listened & Accepted Offer	7	2.3	6	2.0	13	2.2
	Total	300	100.0	300	100.0	600	100.0
LifeWatch	Hung Up	82	27.3	120	40.0	202	33.7
	Listened Portion	100	33.3	86	28.7	186	31.0
	Listened & Rejected Offer	114	38.0	89	29.7	203	33.8
	Listened & Accepted Offer	4	1.3	5	1.7	9	1.5
	Total	300	100.0	300	100.0	600	100.0
Type of Content		χ^2		df		p	
ESCO		2.377*		3		0.498	
N Valid Cases		600					
LifeWatch		11.392**		3		0.010	
N Valid Cases		600					

Note. *0 cases (0.0%) have an expected frequency under 5. The min frequency expected is 6.50.; **2 cases (25%) have an expected frequency under 5. The min frequency expected is 4.50.

There were also some significant findings that must be reported. Condition 1 (eager, aggressive, and reward offered) and Condition 3 (eager, aggressive, and no reward offered) had the greatest number of offers accepted. Each of these conditions closed six sales making that 4% of their calls. Eager and aggressive were employed in both of the most successful conditions used. In contrast, Condition 5 (vigilant, aggressive, and reward offered) and Condition 7 (vigilant, aggressive, and no reward offered) had the least success in gaining acceptance of an offer. Both conditions (5 and 7) only closed one offer making that 0.7% of their total calls. From what is reported, the mix of a vigilant greeting message and an aggressive tone of voice do not combine well. These combinations resulted in the lowest number of sales (see Table 5).

Table 5

Four Optional Responses under Eight Different Conditions

Condition	Response									
	Hung Up		Listened Portion		Listened & Rejected Offer		Listened & Accepted Offer		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>N</i>	%
Eager, Aggressive, & Reward Offered	50	33.3	30	20.0	64	42.7	6	4.0	150	100.0
Eager, Easy Going, & No Reward Offered	42	28.0	41	27.0	65	43.3	2	1.3	150	100.0
Eager, Aggressive, & No Reward Offered	40	26.7	43	28.7	61	40.7	6	4.0	150	100.0
Eager, Easy Going, & Reward Offered	21	14.0	59	39.3	68	45.3	2	1.3	150	100.0
Vigilant, Aggressive, & Reward Offered	60	40.0	35	23.3	54	36.0	1	.7	150	100.0
Vigilant, Easy Going, & No Reward Offered	36	24.0	63	42.0	49	32.7	2	1.3	150	100.0
Vigilant, Aggressive, & No Reward Offered	66	44.0	41	27.3	42	28.0	1	.7	150	100.0
Vigilant, Easy Going, & Reward Offered	30	20.0	67	44.7	51	34.0	2	1.3	150	100.0
Total	345	28.8	379	31.6	454	37.8	22	1.8	1200	100.0
Type of Content			χ^2		<i>df</i>		<i>p</i>			
Pearson Chi-Square			85.481*		21		0.000			
<i>N</i> Valid Cases			1200							

Note. *8 cases (25.0%) have an expected frequency under 5. The min frequency expected is 62.75.

The four optional responses were evaluated against the eight conditions divided among the two campaigns (ESCO & LifeWatch). Six results were statistically significant. The ESCO campaign did not have any offers accepted by their potential clients under Condition 6 (vigilant, easy going, and no reward offered) and Condition 8 (vigilant, easy going, and reward offered). ESCO customers were neither motivated when a reward was offered, nor when there was a vigilant greeting message and an easy going tone of voice was employed. In the Lifewatch campaign Condition 2 (eager, easy going, and no reward offered), Condition 4 (eager, easy going, and reward offered), Condition 5 (vigilant, aggressive, & reward offered) and Condition 7 (vigilant, aggressive, and no reward offered) did not result in any potential customers accepting an offer (see Table 6). Both campaigns (ESCO and LifeWatch) had significant results when comparing each response to each of the eight conditions used (ESCO $\chi^2 = 66.314^*$, $df = 21$, $p = .000$ and LifeWatch $\chi^2 = 67.026^{**}$, $df = 21$, $p = .000$). There were significant results in accepting the offer in Conditions 6 and 8 in the ESCO campaign when there were no individuals that accepted the offer. In the LifeWatch campaign Conditions 2, 4, 5, and 7 did not obtain any successful results, closing no sales.

Table 6

Four Optional Responses Under Eight Conditions for Two Different Clients

Condition	Response									
	Hung Up		Listened Portion		Listened & Rejected Offer		Listened & Accepted Offer		Total	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	Freq	%
ESCO										
Eager, Aggressive, & Reward Offered	24	32.0	8	10.7	39	52.0	4	5.3	75	100.0
Eager, Easy Going, & No Reward Offered	14	18.7	17	22.7	42	56.0	2	2.7	75	100.0
Eager, Aggressive, & No Reward Offered	15	20.0	20	26.7	37	49.3	3	4.0	75	100.0
Eager, Easy Going, & Reward Offered	14	18.7	32	42.7	27	36.0	2	2.7	75	100.0
Vigilant, Aggressive, & Reward Offered	24	32.0	15	20.0	35	46.0	1	1.3	75	100.0
Vigilant, Easy Going, & No Reward Offered	11	14.7	37	49.3	27	36.0	0	0.0	75	100.0
Vigilant, Aggressive, & No Reward Offered	24	32.0	28	37.3	22	29.3	1	1.3	75	100.0
Vigilant, Easy Going, & Reward Offered	17	22.7	36	48.0	22	29.3	0	0.0	75	100.0
Total	143	23.8	193	32.2	251	41.8	13	2.2	600	100.0

Condition	Response								Total	
	Hung Up		Listened Portion		Listened & Rejected Offer		Listened & Accepted Offer			
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	Freq	%
LifeWatch										
Eager, Aggressive, & Reward Offered	26	34.7	22	29.3	25	33.3	2	2.7	75	100.0
Eager, Easy Going, & No Reward Offered	28	37.3	24	32.0	23	30.7	0	0.0	75	100.0
Eager, Aggressive, & No Reward Offered	25	33.3	23	30.7	24	32.0	3	4.0	75	100.0
Eager, Easy Going, & Reward Offered	7	9.3	27	36.0	41	54.7	0	0.0	75	100.0
Vigilant, Aggressive, & Reward Offered	36	48.0	20	26.7	19	25.3	0	0.0	75	100.0
Vigilant, Easy Going, & No Reward Offered	25	33.3	26	34.7	22	29.3	2	2.7	75	100.0
Vigilant, Aggressive, & No Reward Offered	42	56.0	13	17.3	20	26.0	0	0	75	100.0
Vigilant, Easy Going, & Reward Offered	13	17.0	31	41.3	29	38.7	2	2.7	75	100.0
Total	202	33.7	186	31	203	33.8	9	1.5	600	100.0
Type of Content										
			χ^2		<i>df</i>		<i>p</i>			
ESCO										
Pearson Chi-Square			66.314*		21		0.000			
N Valid Cases			600							
LifeWatch										
Pearson Chi-Square			67.026**		21		0.000			
N Valid Cases			600							

Note. *8 cases (25.0%) have an expected frequency under 5. The min frequency expected is 1.63.

** 8 cases (25.0%) have an expected frequency under 5. The min frequency expected is 1.13.

Out of the 1,200 individuals who were called only 28 individuals agreed to take the post survey. Twenty LifeWatch customers agreed to take the survey while only eight of the ESCO customers complied. Women were more likely to take the survey than men when a test of differences was done (see Table 7).

Table 7

*Campaign * Sex Cross Tabulation*

Count	Sex		Total
	Male	Female	
Campaign			
ESCO	2	6	8
LifeWatch	4	16	20
Total	6	22	28

In the first questions of the post survey, the potential customers were asked if the initial greeting of the representative grabbed their attention when the representative called, and for the most part the ESCO's customers agreed while a majority of LifeWatch's customer's strongly agreed (see Table 8).

Table 8

*Campaign * Attention Cross Tabulation*

Count	Attention				Total
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Campaign					
ESCO	2	5	0	1	8
LifeWatch	12	6	2	0	20
Total	14	11	2	1	28

The second question on the post survey sought to determine whether the customers felt that the initial part of the greeting message was helpful in making their final decision. The majority of the LifeWatch customers agreed on the statement while the ESCO campaign customers were equally divided.

Table 9

*Campaign * Helpful Cross Tabulation*

Count	Helpful		Total
	Yes	No	
Campaign			
ESCO	4	4	8
LifeWatch	14	6	20
Total	18	10	28

In question three, when the customers were asked how they would describe the tone of voice used by the representative while explaining their offer, ESCO's customers defined the tone

of voice as extremely pleasant with four votes, pleasant with three votes, and extremely unpleasant with one vote. LifeWatch, on the other hand, had most of their customers agree upon a pleasant tone of voice with a total of 11 votes (see Table 10).

Table 10

*Campaign * Tone of Voice Cross Tabulation*

Count	Tone of Voice				Total
	Extremely Pleasant	Pleasant	Unpleasant	Extremely Unpleasant	
Campaign					
ESCO	4	3	0	1	8
LifeWatch	4	11	5	0	20
Total	8	14	5	1	28

In the fourth question, the representative read a statement to the customer. The statement was “The tone of voice of the agent that I spoke to influenced my decision amongst rejecting or accepting the offer.” The option “strongly agree” was predominant in both campaigns (see Table 11).

Table 11

*Campaign * Tone Influence Cross Tabulation*

Count	Tone Influence				Total
	Strongly Agree	Agree	Disagree	Strongly Disagree	
Campaign					
ESCO	4	2	1	1	8
LifeWatch	8	7	3	2	20
Total	12	9	4	3	28

The last two questions on the survey asked whether receiving or not receiving a reward influenced their thinking process when making a decision. When a reward was offered in the ESCO campaign in the initial pitch of the call, six individuals strongly agreed and one agreed the reward offer influenced their decision. In the LifeWatch campaign when a reward was offered two individuals strongly agreed, three agreed, two disagreed and two strongly disagreed that it influenced their decision (see Table 12).

Table 12

Reward Offered

Count	Reward Offered				N/A	Total
	Strongly Agree	Agree	Disagree	Strongly Disagree		
Campaign						
ESCO	6	1	0	0	1	8
LifeWatch	2	3	2	2	11	20
Total	8	4	2	2	12	28

When there was not a reward offered in the ESCO campaign in the initial pitch of the call one individual agreed that it influenced his/her decision. In the LifeWatch campaign when there was not a reward offered two individuals strongly agreed, one agreed, six disagreed, and two strongly disagreed it influenced their decision (see Table 13).

Table 13

No Reward Offered

Count	No Reward Offered				N/A	Total
	Strongly Agree	Agree	Disagree	Strongly Disagree		
Campaign						
ESCO	0	1	0	0	7	8
LifeWatch	2	1	6	2	9	20
Total	2	2	6	2	16	28

Conclusion**Conclusive Evidence**

Overall, the ESCO Campaign had more individuals accept an offer (13) than LifeWatch (nine). ESCO had more individuals listen to the entire pitch who were not interested (251 calls) as compared to LifeWatch (203 calls). Both campaigns had relatively the same amount of individuals who only listened to a portion of the call (ESCO with 193 and LifeWatch with 186 individuals). Lastly, LifeWatch received 59 more hang ups than ESCO.

Analyzing each response individually obtained some significant results. When analyzing the response "Hung Up," Condition 7 (Vigilant, Aggressive, & No Reward Offered) had the greatest amount of hang ups with a total of 66 followed by Condition 5 (Vigilant, Aggressive, & Reward Offered) with 60. Evidently, when there is a reward offered adults and seniors do not tolerate as much the combination of a vigilant greeting message and aggressive tone of voice. On the other hand, Condition 4 (Eager, Easy Going, and Reward Offered) had the least amount of hang ups with a total of only 21 calls.

When analyzing the response “Listened to Portion,” Condition 8 (Vigilant, Easy Going, and Reward Offered) along with Condition 6 (Vigilant, Easy Going, and No Reward Offered) had the greatest number of individuals who listened to a portion of the pitch. In addition, the response “Listened and Rejected the Offer” was more successful in conditions 1- 4 since they had the largest number of individuals listening to the pitch even though the potential customer hung up or stated they were not interested at some point in the call. These four conditions had something in common: an eager greeting message. Lastly, when analyzing the response “Listened and Accepted Offer,” Conditions 1 (Eager, Aggressive, and Reward Offered) and 3 (Eager, Aggressive, and No Reward Offered) had the most success in persuading individuals into accepting their offer. Each condition individually closed six leads.

Non-Conclusive (Limitations)

This study was limited in various aspects. One limitation of the current study relates to the sample used. The sample is only intended for individuals residing in houses in New York State or seniors residing in the United States. The study should combine more states in a wider age range in the ESCO campaign because some states are more saturated with telemarketing calls than others are, and the number of hang ups and individuals not interested might have changed in another sample. This study is only calling seniors in a number of a states; the rest is only dialing New York.

Another limitation in the study was that using two completely different scripts and modifying them for different conditions might not have been the best way to test the eight variables. Even though the population response propensity was the same for both campaigns the adjustments might not have been of equal strength in the scripting portion. The script used in

each campaign might have been of interest to some and may not have been for others; therefore, it might have influenced the behavior or vice versa. The two campaigns used to test the eight variables were very different since one of them was offering a reduction in an energy bill while the other one was offering a device for protection and safety of a senior. This leads to the third and one of the main limitations of this study. Even though both campaigns were offering help in some sort of way, the difficult portion of the ESCO campaign was trying to get the customer's electric bill account number that many potential customers denied to give to the representatives. On the other hand, the LifeWatch campaign was not only asking for money but also a commitment of a monthly fee and confidential information when asking the customer for their credit card information. This factor might have altered the responses when comparing one campaign with the other and their responses (see the Results section). A fourth limitation concerns the kind of rewards that were offered in both campaigns; the diversity could have affected the effectiveness of accepting or rejecting the offer.

A fifth limitation concerns the cue that Bhattacharjee and Sanford (2006) suggest regarding a good quality call versus a static call. It would be difficult to test these two variables since a contact center usually signs an agreement with the owner of a campaign confirming that they will provide a good quality phone system. Most campaign owners will not accept his/her agents to call its potential customers with a poor or static line to test a study.

More research is needed to determine what other important factors might influence a successful telemarketing call. Future research may want to examine different factors, different kinds of scripts, and combine the attitudes obtained along with a post survey. Another study might be done to test the same variables in an inbound campaign instead of an outbound

campaign and see how they differ. Using the limitations section described above and trying to eliminate those issues could help give a better understanding when comparing the adult responses with those of the seniors.

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Appendix A-1**ECSO Generic Script****XXX Script**

Hello Good afternoon! May I speak with _____? (Or the person in charge of the gas / electric bill.)

Hi _____, this is _____, I'm calling on behalf of XXX Co Energy. How are you today?

I'm calling you because your account qualifies for some price reduction. Are you available to discuss the price reducing now?

If NO: When would be the best time to discuss this?

If YES: Continue

GREAT!

Right now we are offering _____cents per KWH on the electric and also _____cents per THERM on the gas.

We are guaranteed to save you 7 to 40% less than Con Edison. Right now Con Edison is most likely at 10 1/2cents. Wouldn't you rather pay 7 1/2 cents instead of almost 11 cents on the electricity?

We will save you about 48% on the sales tax and delivery alone! Instead of the 8.875 cents which you normally pay, we'll be able to get that cut down 4.5% by enrolling in our program.

We will also be able to eliminate the supply cost, the merchant function charge & the GRT charges, those are very small charges but everything adds up!

You will **still** only receive 1 bill, which will be from CON EDISON and you will see XXX name on the bill.

There are no fees or enrollment costs because you are a customer with CON EDISON / NATIONAL GRID. The only thing I will need is to update your account.

So would you like to go ahead and start the savings today? If we get you in before the 15th you'll see the savings as of the 1st of the month.

Okay! Great so do you have a copy of your bill so I can get your account number?

GREAT!

Okay so let me **RECONFIRM EVERYTHING**

Customers Name, COMPLETE Address, Phone # & ACCOUNT #

Hold on so I can transfer you to our verifier. OKAY?

Thank you, have a great day!

Appendix A-2**Medical Alert Generic Script*****(INTRO):***

HI, (*customer name*)? Hello Mr./Mrs. (*customer last name*) my name is (*your name*) and I'm calling from Medical Alert. Mr./Mrs. (*customer name*) I need to let you know that this call may be recorded for quality control. I was calling today, to let you know that you've been selected to receive a free Medical Alert System for either yourself or a family member. Are you familiar with Medical Alert Systems and how they work?

(SCRIPT):

("Good!" Or "No problem, let me explain" depending on answer to question) This is the same system as seen on TV with Dick Van Patten and recommended by "Good Housekeeping." Medical Alert Devices have also been recommended by the American Diabetes Association and featured in Newsweek Magazine. The equipment is valued at over \$350. Medical alert systems have become essential in helping to keep you or your loved ones safe and secure in the event of a medical emergency.

Mr./Mrs. (Customer Name) the way it works is simple. If you or a family member has a medical emergency, fire, or burglary, even something so simple as a fall that you have difficulty getting up from, simply push the button on a lightweight waterproof necklace or bracelet and speak hands free from anywhere in the home to a live operator, who is a fully trained Emergency Medical Technician, and who has all your personal contacts on file. They will attempt communication with you, evaluate your situation and immediately get help for you, notify family

or 911, and comfort you until help arrives. However, whether we communicate with you or not, help is always on the way, from anywhere inside your home as well as your property outside.

This medical alert unit has the farthest range of any – up to 1500ft. The entire unit is absolutely free for as long as you are a customer, you are only billed for the service. Our service is one of the most affordable on the market. You pay only \$34.95 for your first month of service, and it can be cancelled at any time, there is never a contract. In addition, we are also offering, free today, a daily wellness check that can be set up so that everyday at a pre-determined time of your choosing, the medical alert company will contact you through your medical alert device to make sure everything is ok. You truly will never be more than 24 hours without someone checking up on you.

Your total package includes:

The Medical Alert Base station with speaker and 1500 ft. range. Voice Remote, Wrist and Necklace adaptor and one button. Plus the daily wellness check. This package has a value of over \$350. You pay nothing except the monthly service fee of \$34.95 and the shipping and handling charge of \$9.95 to get started. Now we can do this on a Debit card, Credit card or check by phone, which would you prefer? (V/MC/AMEX/Disc)

Ok great, I'm going to go over the initial information we need, and get you on your way.

- We have your first name as _____. Correct?
- We have your last name spelled _____. Correct?
- And is this unit for you or someone else? And what is their name?
- And I have your mailing address as _____. Is that correct? Is this the address you would like your package mailed to? (Spell it out to ensure accuracy)
- Is that the address where the equipment will be installed? (If not): What is that address?
- What's the phone number there? Is this is a (cellular, voip, regular) phone line? And who is the phone company you use?
- And your email address? (not required)
- Do you have your credit card (or checkbook) handy, or do you need me to hold?
- Go ahead and give me the credit card number (or numbers at the bottom of the check, first nine are the routing numbers, the rest are the account numbers)
- And the expiration date? And the 3 digit security code on the back of the card, on the signature panel?
- And the billing address?

Ok, I've input all your information into our Verification system. Now, for security purposes, and to make sure that I have taken all of your information down correctly, you are going to receive a phone call from our Verification department within the next 5-10 minutes. Will you be available for that call? (Set appointment time for Verification call if they say "no") Great, now please keep your credit/debit card (or checkbook) handy for the verification specialist, and stay by the phone. Like I said they will call within the next 5-10 minutes ok? Mr./Mrs. (*customer last name*) it's been a pleasure speaking with you today, Have a wonderful day/evening!

Appendix B**Post Survey**

Now, Mr./ Mrs. _____ as discussed, I will only take two minutes of your time with some simple questions. This call may be monitored for quality assurance. This research survey is absolutely voluntary please keep in mind you can stop participating at any time. The purpose of this study is to test if different greeting messages, tones of voices and rewards offered in a call can change an individual's perception during a phone call. The goal is to create awareness to contact centers as to what individuals like to listen to when a solicitor is calling. We don't anticipate any risks if you participate and we will keep your data from this survey confidential by not disclosing any names. There is no penalty or loss of benefits if you choose not to take part. If you have any questions regarding this study, please contact us at 888-772-2770 and ask for Amy.

1. (For the representative to respond) Sex
 - A. Female
 - B. Male
2. (For the representative to respond) Which campaign does this customer belong to:
 - A. ESCO in NY Campaign
 - B. LifeWatch Campaign
3. I will read a statement to you now and I would like you to respond as honest as possible.

The initial greeting of the representative grabbed my attention when they called me.

 - A. Strongly Agree
 - B. Agree

- C. Disagree
 - D. Strongly Disagree
4. Did you feel that the initial greeting was helpful upon making your decision to take advantage of the service or to reject the offer?
- A. Yes
 - B. No
5. How would you describe the tone of voice the representative had while: offering you the reduction of price in the energy bill was/ offering you the medical alert system:
- A. Extremely Pleasant
 - B. Pleasant
 - C. Unpleasant
 - D. Extremely Unpleasant
6. Once again, this is another statement that I will read and would like your honest opinion. The tone of voice of the agent that I spoke to influenced my decision amongst rejecting or accepting the offer.
- A. Strongly Agree
 - B. Agree
 - C. Disagree
 - D. Strongly Disagree

THIS QUESTION MAY VARY AMONGST THE CONDITION USED BY THE TELEMARKETER PREVIOUSLY TO THIS CALL. (If the representative called amongst the Condition: 1, 4, 5, and 8 use this question and do not select option E)

7. Did receiving a reward help you amongst making your decision?

- A. Strongly Agree
- B. Agree
- C. Disagree
- D. Strongly Disagree

8. (If the representative called amongst the Condition: 2, 3, 6, and 7 use this question and do not select option E)

Did not receiving a bonus or reward help you make your final decision?

- A. Strongly Agree
- B. Agree
- C. Disagree
- D. Strongly Disagree
- E. Does Not Apply

Appendix C

Search Engines and Keywords

Search Engines:

- RIT: Communications in Mass Media Complete
- RIT: Summon

Keywords:

- "Elaboration Likelihood Model"
- "Persuasion"
- "Persuasion" AND "Telemarketing"
- "Nonverbal Behavior" AND "Persuasion"
- "Nonverbal Cues" AND "Persuasion"
- "Telemarketing"
- "Compliance Gaining"