



ALITERA Ügyfélkapcsolati Kft.



ALITERA Customer Relations Ltd.
Company Profile

Supported relations – Making a difference through customer service

Reference – direct marketing

We have carried out complete email campaigns for various businesses, which were followed-up by phone calls;

our call centre has taken care of all customer relations and supported our clients' sales agents.

We have also supported the direct sales, managing and monitoring various cold-call processes from writing the script to the complete analysis underpinned by statistics.



AVON (merchandise of beauty products)



Diadém Rendezvényszervező Iroda (business event organisation)



Hartmann-Rico Kft. (manufacturing and merchandise of health products)



Italian Commercial Institute (international business relations)



Klíma Áruház Kft. (merchandise of air conditioning)



Raiffeisen Bank (financial services - business division)



Seeburger Kft. (IT - communications)



UNION Biztosító (Insurance company - Budapest region)

www.alitera.hu

Reference - Human Resources

We have carried out complete recruitment processes, trained customer service and sales employees.

We have analyzed and evaluated their performances based on recorded inbound calls.

We have also organized and managed trainings for customer care, communication, motivation and sales purposes.

We have been teaching phone and personal customer care in various courses for multiple institutions and private companies.



Air Logistics Kft. (air freight)



Humán Erőforrás Alapítvány

(founders of formal education for the Call-Centre trade.)



Nomina 3P Zrt. (education)



NTK-Perfekt Oktató és Kiadó Holding Zrt . (publishing and education)



Prohuman Kft. (recruitment agency)



Tikkurila Kft. (manufacturing and commerce of hardwares)

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Customer Relationship advisory

We offer expertize and guidance to the best technology solutions available for your business.

We create tailor-made, cost-efficient solutions by adapting the technology to the customer relations of your business, based on in-depth analysis.

We teach and train supervisors and operators to use the systems and technology and we support and manage them to maintain the high quality of your customer care.



Direct marketing

Phone surveys

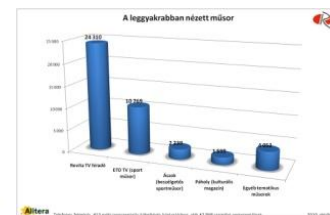
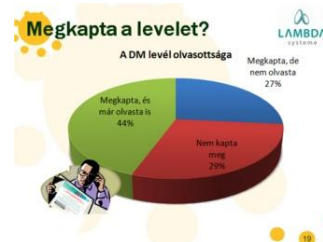
We carry out complete market surveys and customer satisfaction surveys, which can be particularly beneficial in case you'd like to expand your business.

Telemarketing

We initiate cold calls, write questionnaires, analyze the results, and create publishable studies for you.

We carry out complete data collection in our call centre through cold-calls, arrangements of sale actions.

We are qualified for phone debt collection and our call centre is able to support general sales of products and services.



Human relations

If you'd like to find the right employee,

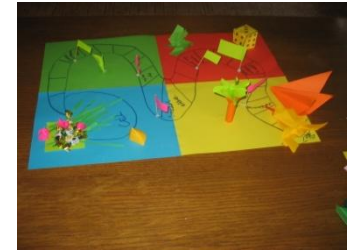
We offer a complete recruitment service: positive offer full personnel profiling for customer service, sales, and telesales staffing advertisements, analyzing CVs, structured interviewing, carrying out tests and personal analyses.

Training

If you'd like your current employees to work more efficiently,

We have a wide range of training and skill development services for customer service and sales employees, that include 4-6-8 hours long, practical training sessions.

We are fully qualified and experienced in strengthening loyalty and teamwork and in developing personal customer service and sales skills.



About us

ALITERA was founded in **2004** by **Erzsébet Katona and Ferenc Katona**, as an independent business, after working in Hungarian call centre and human relations industries through decades.

As a **family business** we have always been following and helping each other's work and we know how important it is to work together efficiently in a close team environment.

Everyone knows that behind every business success stories, **there is a growing crowd of satisfied and loyal customers.** To achieve this, every business needs extended customer relations - and this is what we are best at.

This already helped various businesses grow in Hungary. Whether we helped them expand their market, turn their customer base into loyal customers or helped in recruiting professional staff, **we always did our best for our partners' relations.**

www.alitera.hu



Contact – www.alitera.hu



Erzsebet Katona - Managing Director

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Professional articles: <http://blog.alitera.hu>

We wish you successful relations!

We believe we can be an enormous help for you in expanding your business in Hungary.

Please do not hesitate to get in touch with any questions or queries.



**"It is not the relations that help us achieve
but the achievements help us build a good
relationship."**

Luca di Montezemolo

