

# MEDIA CALL CENTERS SERVICES

Surge-media call management when you need it most



Kenyon's Media Call Center (MCC) assists companies in managing the great volume of media inquiries generated by unplanned events. It can also be used pro-actively to manage calls for planned events and announcements. The MCC utilizes crisis-ready, professional call agents who are trained to react appropriately to the particular demands of media correspondents and news bureaus.

The agents are supported by Kenyon's Crisis Communications Team, noted experts in international media and PR. They will analyze calls and advise client communications staff of any unexpected trends or strategy changes.

The Media Call Center is equipped with the very latest telephone technology. It uses the class-leading call management software, Kenyon Response Media™. This web-based platform provides inquiry information in real time to client companies, wherever they are in the world.

## The Service

- 24 hour operations, activation time in 60 minutes or less
- Minimum of 12 agents, immediately responsive to changing call volumes
- Dual first language capability: English and Spanish
- Full-time, permanent Kenyon staff on site for training, exercises, activations, and management of response
- Controlled, professional approach to all inquiries
- Script-based system ensures consistent response from all agents
- All contact and inquiry information recorded and archived
- Press releases and other approved information distributed on demand
- Repeat callers and organizations immediately identified
- Client has real time visibility of all data collected
- Client can run multiple management reports

## How it Works

- Client engages Kenyon Media Call Center on a pre-incident basis
- Scripts for multiple scenarios are agreed on in advance
- Kenyon provides access to Kenyon Response Media™ Client training
- On activation, Kenyon confirms the scripts with the client
- Client provides the MCC with regular press releases and other materials
- Kenyon Crisis Communications experts advise client when intervention is required

## Further Information

If you would like to know more about the Kenyon Media Call Center Services and how it can complement your existing emergency plan please email at [kenyon@kenyoninternational.com](mailto:kenyon@kenyoninternational.com) or contact any of the Kenyon worldwide offices.



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