

Value of Transfer-Upsells and Labor Cost to Obtain Transfer-Upsell Billing Information

| | Value | Source |
|---|------------------------|--|
| [1] Firms receiving inbound calls | 11,200 | FTC staff assumption, 67 FR 4534 (2002) |
| [2] Inbound calls per firm | 225,000 | FTC staff assumption, 66 FR 33701 (2001) |
| [3] Total inbound calls | 2,520,000,000 | [3] = [1] * [2] |
| [4] Sales rate | 100% | SLS Consulting, Inc. assumption |
| [5] Number of inbound call sales | 2,520,000,000 | [5] = [3] * [4] |
| [6] Transfer-upsell attempt rate | 40% | Consumer Coalition estimate |
| [7] Transfer-upsell attempts | 1,008,000,000 | [7] = [5] * [6] |
| [8] Sales rate for transfer-upsell calls | 15% | Consumer Coalition estimate |
| [9] Transfer-upsell successes | 151,200,000 | [9] = [7] * [8] |
| [10] Ratio of transfer-upsell value to initial-sale value | 50% | SLS Consulting, Inc. assumption |
| [11] Value-weighted number of transfer-upsells | 75,600,000 | [11] = [9] * [10] |
| [12] Transfer-upsell value portion of inbound call sales | 2.9% | [12] = [11] / ([5] + [11]) |
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| [13] Direct orders from all advertising media except telemarketing | \$234,800,000,000 | <i>Economic Impact: U.S. Direct Marketing Today</i> , DRI/WEFA, 2002 |
| [14] Telephone use for direct mail recipients | 42.5% | <i>The Household Diary Study</i> , USPS, Fiscal Year 2000 |
| [15] Inbound call sales from non-telemarketing direct orders | \$99,790,000,000 | [15] = [13] * [14] |
| | | |
| [16] Transfer-upsell value of inbound call sales | \$2,906,504,854 | [16] = [15] * [12] |
| | | |
| [17] Minutes to obtain billing information from customer | 1.25 | Consumer Coalition estimate |
| [18] Minutes to obtain billing information for transfer-upsells | 189,000,000 | [18] = [9] * [17] |
| [19] Hours to obtain billing information for transfer-upsells | 3,150,000 | [19] = [18] / 60 |
| [20] Hourly price of telemarketer labor | \$28.51 | <i>DMA Statistical Fact Book 2001</i> , p. 109 |
| [21] Labor cost to obtain billing information for transfer-upsells | \$89,806,500 | [21] = [19] * [20] |