

# Capabilities Statement



Universal Marketing Group, LLC  
5454 Airport Hwy, Toledo, OH 43615  
www.umg1.com

Universal Marketing Group, LLC (UMG) is a small business located in Toledo, OH that provides call center services nationwide. UMG has been in business since 2003 operating as a 24/7/365 call center that specializes in inbound sales, answering services, customer service, and live call support. We provide contact center services to commercial entities, not for profit organizations, and government agencies. Our representatives receive extensive training on each product or campaign for which they are taking calls and we deliver the kind of exceptional service that keeps your customers happy and coming back for more. UMG's services are tailored to meet your specific needs and are always backed by our commitment to excellence.

**CAGE:** 7EYD6      **DUNS:** 014522860

**NAICS Codes:** 561422, 541910, 561421, 541613,  
541618, 519190

## Differentiators

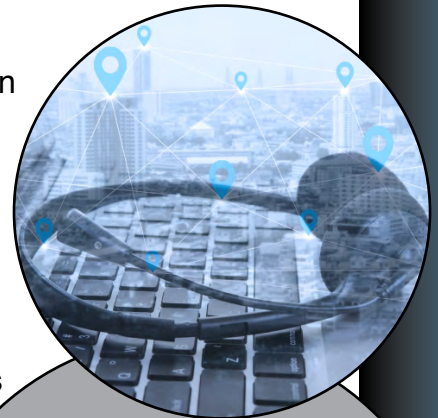
- Executive Management Team with a collective 75 years of experience in the contact center industry
- We can quickly build, test and deploy complex scripts with Dynamic Scripting
- Customizable Real-time Reporting/Dashboards & Auto-Generated Reports
- Skills-based Routing
- Clients receive log-in credentials to access live/recorded calls and data
- Cloud-based services with Voice over Internet Protocol (VoIP)
- Extensive experience in multiple-systems integration involving software, hardware, telephony, hosted platform solutions and cloud-based real-time communication routing

## Past Performance

- Montana Fish, Wildlife & Parks
- National Oceanic & Atmospheric Administration
- Dakota County, Minnesota
- United States Money Reserve
- Samsung
- Philips
- Beachbody, LLC

## Contact

Lance Parr | Contract Proposal Manager  
(419) 720-6593 | lparr@universalmarketing1.com



## Core Competencies

- Contact Center Services (Inbound/Outbound)
- Live Call Support & Live Chat
- Answering Services
- Data Collection & Entry
- Sales & Lead Generation
- Customer Service: Support and Complaint Mitigation
- Outbound Surveys/ Polling



U.S. Federal Government  
Contract Holder  
Number: **GS00F-109GA**

