



Overview

Founded by Jeff Rogers in 1997, Kaizen Direct is one of the premier outsourcing companies for sales and marketing in the nation. Kaizen Direct utilizes state-of-the-art contact management and phone system software that guarantees accurate and cost-effective results reporting to its customers.

Ranked on *Inc.* magazine's list of the "Nation's 500 Fastest Growing Private Companies," Kaizen Direct operates under two major principles: the customer always comes first and always practice Kaizen —the daily pursuit of perfection and continual improvement.

Based in Rochester, Kaizen Direct currently has 80 employees and plans to add 30 more jobs by the end of the year. With more than 150 clients across the country, the company continues to expand its capabilities. One such example is its recent addition of a new direct-mail division that offers 4-color "print on demand" capability, which means even faster turnaround, more customized campaigns, and the flexibility to handle any size job.

A main point of distinction is that Kaizen offers customers a pay-for-performance structure. This means customers pay for results only, not hours. Customers can refer to www.leadclub.com to find out more about customized marketing programs that fit varying budgets.

Contact management and phone system software capable of reporting, faxing, e-mailing and remote synchronization, via modem, ensures customized reporting. Open 24 hours a day, seven days a week, Kaizen Direct offers inbound and outbound call centers.

The outbound call center sets up channels of distribution, generates sales leads, schedules appointments, manages accounts and databases, handles telesales, and conducts market research and support. The inbound order processing offers product fulfillment, help desk services, customer service, sales lead qualifying and consumer response.

Kaizen Direct strives to provide outsourcing solutions to companies as an extension of that company's existing workforce. Kaizen Direct's clients include mortgage brokers, chiropractors, and credit-card processors, including North Carolina-based Homeland Estate & Financial Services, Inc. and Community Mortgage Group in West Virginia.

Roughly 40 percent of its business comes from the financial services sector, 40 percent mortgage, and the rest, miscellaneous. Kaizen Direct's largest client is a mortgage company that orders about \$15,000 per week.

History

Jeff Rogers graduated from the Rochester Institute of Technology in 1989 with a bachelor's degree in finance. After graduation, he worked in sales for Equitable Life Insurance and then The Sutherland Group.

In 1993, Rogers began developing a business plan for what would become a successful direct-marketing and printing company. After realizing that direct marketing was the strength of the business, he sold the printing portion of the company, replaced it with telemarketing, and in 1997 introduced Kaizen Direct.

In 1998, the company earned \$205,000 in sales. Each year, the company continues to double its sales. By 2003, Kaizen Direct earned more than \$2 million.

Under Rogers' leadership, Kaizen Direct has grown from a one person start-up company to a \$2 million business with 80 employees and more than 150 customers around the country.

In recognition of its growth and success, Kaizen Direct was recognized in 2003 by *Inc.* magazine as one of the 500 Fastest Growing Private U.S. Companies and in 2004 by *Inc.* magazine for being featured on the Inner City Top 100 list.

Situation Analysis

Kaizen Direct determined that clients have different levels of success with lead-generation applications. Some customers respond better to mail, while others respond better to phone.

For this reason, Kaizen Direct recommends direct and telemarketing combination to increase the effectiveness of a campaign. Encouraging its clients to couple direct mail with telemarketing also provides clients with better lead quality.

Kaizen Direct now offers a direct-mail and telemarketing combination for client projects seeking qualified leads for seminar and appointment setting for senior financial seminars. The company provides businesses throughout the U.S. with options for outsourcing its telemarketing and direct-marketing projects.

The company recently announced the addition of a new direct-mail division. The new division enables the company to offer 4-color "print on demand" capability to clients, which means faster turnaround, customized campaigns, and the versatility to complete any size job.

Kaizen differentiates itself with a pay-for-performance structure. Customers pay for results only, not hours. The website, www.leadclub.com, provides customers with more information about customized marketing programs that fit varying budgets.

Another area of differentiation is that Kaizen searches and hires only professional individuals and matches the appropriate telephone sales representative(s) with each client. For this reason, there is minimal employee turnover.

With short- or long-term partnerships available, Kaizen Direct customizes its resources to meet each client's need and handle a wide range of telemarketing projects.

Conclusion

In the coming years, Kaizen Direct hopes to grow its telemarketing and direct-marketing capability. Kaizen continues to work as an extension of a client's company, not as an outsourcing service.

Kaizen Direct will soon change its main website from www.kaizendirect.com to www.leadclub.com. The new website will allow customers to access their leads in real time, creating an immediate lead retrieval resource for clients.

Over the past few months, Kaizen Direct has been meeting with Greater Rochester Enterprise officials to discuss incentives, Empire Zone development and city grants.

With two locations in Rochester, 109 University Ave. and 225 Oak St., the company plans to continue to solicit sales, grow existing customer base and expand its capabilities into more areas of marketing, including e-mail marketing and consulting, with plans to double sales revenue to \$4 million by the end of 2004.