

# Interview with Elke Benevento

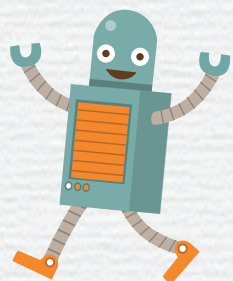
From GTC



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breadnbeyond



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### How GTC Builds Product that Give Solution for People

GTC TeleCommunication GmbH is a German service provider for a range of communication tools, such as broadcast of messages by e-mail, fax, and SMS. With GTC, you can initiate your broadcast directly in your customer area.

The customers of GTC are authorized to use a template-tool which generates fancy e-mailings with a few clicks, without any extra charges. GTC also offers conference calls and online presentations via the business unit central-meeting – all of this without the need for you to install any special hardware or software. You can get access to the transmission systems via an individual internet access. There are ancillary interface-services like Interfax or Web-SMS: GTC offers solutions to send single faxes or SMS via Internet.

What's so special about this company is that you can feel that they are definitely more than mere business ventures. The service whisked users away to evolve their messaging system into more effective behavior and skills. They value their customers differently and create personal bonds with them. GTC brings best service, with outstanding recognition for establishing high quality communication and service. We have a chance to speak with Elke Benevento about the company she works in.

**breadnbeyond:** What is the philosophy behind GTC? Where does GTC stand nowadays?

**Elke Benevento:** The philosophy is to convince the customers by an optimal service all around our business fields. We have a very competent customer support that is able to handle all requests and find optimum solutions.

Nowadays GTC has been established as a leading service provider of communication solutions. The product range includes the mass sending of messages by e-mail, fax and SMS. We also provide services like InterFax or Web-SMS and telephone conferences.

**breadnbeyond:** Can you talk a little about GTC's customer's base? Who is your target market? How do you try to reach them?

**Elke Benevento:** Normally we offer business services for companies in any size but we also have customers which use our service privately. Because we offer communication solutions our target group is everybody that is interested in using our marketing service. Advertising is the most important aspect to every company so we support them to reach their customers, suppliers and interested parties.

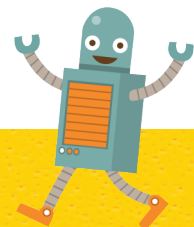
At regular intervals we try to impress our customers with different campaigns but the most important is to keep in touch. You have to be prepared for the customer's wishes and be always up to them. This is how the marketing works: interest and putting the knowledge into practice.

**breadnbeyond:** Do you have any stories about the bonds between your customer and your company? How do you create the bond?

**Elke Benevento:** As a service provider we place great value on long-term bonds between our customers and our company. That means that we keep contact and they are always able to contact us and get their questions answered. When you have such long-term customers you get a feeling what their concerns are and how to handle it. Besides our phone-hotline we offer the chance to give feedback on different ways like facebook or directly on our website. Based on these comments we are always anxious to improve our service.

**breadnbeyond:** What made you thinking to put up a video on your website?

**Elke Benevento:** By using a video clip the customer is able to figuratively see how the mailing works in less than two minutes without reading a long text. On the other hand it is a pleasant and original way to present our products and to gain the customers sympathy. The video is simple and easy to understand this is how you catch the interest.



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**breadnbeyond:** It's been a while since we finished the video. Do you think it has positive impact for your product/brand?

**Elke Benevento:** Our normal product portfolio is supplemented by the video and that had a positive impact for our brand. On the market you always have to stand out of the crowd and analyze the competitors. The recognition value is rising by the integration of the video.

Elke, it has been extremely interesting to hear how GTC got off the ground. Thank you so much for your time. It was such a great opportunity to be able to work with your company. Whoever wants to find out more about their service can see their website here.

**Disclaimer :** *This article contains information about tech startup, explainer video, marketing technique, and general business ideas. The information is not advice, and should not be treated as such.*

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