



USA800's Contact Central– Integrated CRM Solution

Delivers a Return on Investment

Beyond a sound training and quality program and competent, professional agents, USA800 views the user-interface that the agents access to be a key component to handling calls efficiently and professionally. An intuitive user-friendly system, Contact Central not only reduces call times, but can also significantly reduce training time on interacting with systems. Thus, USA800 has developed Contact Central, a unique platform which meets a contact center's unique needs.

Functionality Overview - Modules

Contact Central is a web based customer relationship management platform designed and engineered by USA800. This flexible solution can be customized to efficiently manage numerous types of customer contacts for various marketplace needs. Below is a partial list of modules deployed:

- E-Commerce Catalog Module
- Direct Response Sales Module
- CRM Customer Care Module
- Lead Qualification Module (integrated warm transfer)
- Appointment Setting Module
- Member Services Module
- Donation Module
- Outbound Integrated Dialer Module
- Multi-Channel Module (Inbound, Outbound, Live Chat, Off-Line)
- Integrated Workflow Module (Imaging & OCR Solutions)

Highlights

The browser-based system is designed to be highly intuitive and user-friendly, requiring virtually no systems training. USA800's OneSource Contact Central allows our Customer Advocates to manage contacts in an efficient and informed fashion, **resulting in lower contact costs and a "delightful" customer experience.** Contact Central is an integrated suite of modules that make our Customer Advocates efficient and effective.

- Integrated with USA800's telephony platform (Screen pop based on DNIS, ANI, or Caller entered digits)
- Web creator tool allows USA800 business analysts to rapidly deploy complex CRM applications (250+ common controls allows for object-oriented deployment of most applications)
- Leverages an intuitive, customizable scripting engine with logical branching to create efficient and effective user interface
- Multi-Channel CRM (Inbound, Outbound, Live Chat, E-mail, Off-line Workflow)
- Integrated knowledgebase easily deployed for each application (keyword searchable and intelligently displayed)
- Customer Advocate Portal, provides a single, consolidated source of information

- Built-in learning management system delivers refresher training and updates during idle time
- Dashboard performance reporting with KPI gauges shows Customer Advocates how they are performing after each call
- Integrated escalation workflow process with an external portal for escalation resolution and reporting
- Incorporates a back-end B2B messenger platform that allows for real time data integration via API, web services, SOAP, HTTPS, etc.
- Utilizes a robust eCommerce engine which allows for quick deployment of financial transactions with complex business rules
- Contact Central delivers 100% contact dispositions and back-end reporting

Contact Central– Custom API/Integration Development

Beyond the intuitive user interface, the real power behind the Contact Central engine is the powerful integration API layer built by USA800 which allows for custom integration with our partners' third party Enterprise software solutions. USA800 has deployed dozens of custom Contact Central platforms with various levels of integration. Our innovative team has developed a B2B integration engine that yields significant efficiencies in integrating with third party solutions through batch FTP process, and or through custom client API's, web services, SOAP, and or HTTPS.

Contact Central Efficiency and Quality Benefits

Contact Central utilizes a script-driven, logical branching orientation to easily guide an agent through the workflow associated with the application. Furthermore, USA800 displays the entire workflow on the left-hand side of the screen, which allows agents to move outside of the logical branching and gain valuable flexibility at any point of a call. All of the data-capture elements have automatic error correction capabilities built in.

Resident within Contact Central is a highly customizable on-line knowledge management system which allows USA800 Customer Advocates to have information available to them with a click of a button.

Agent “Enhanced Search” Capabilities Allow for Timely Retrieval and Communication of Help Screen Information

An integral piece of USA800's Contact Central platform is the online data resource available for agents to retrieve relevant information within seconds. USA800's Contact Central solution allows agents to easily access needed information from the online “Knowledge Base”.

Address Verification

USA800 has built the most efficient and effective address verification screen which utilizes the USPS address repository. As an address is being entered, the customer advocate is presented with real time choices of street addresses based on user entry. Customer Advocates are alerted to non-certified addresses and prompted with potential changes to the entered address. With the address verification module, name and address capture accuracy is 99.8%, and the ability to capture name and address information is 50% more efficient.

Reverse ANI Name and Address Look Up Services /HDX Call Entered Digits

USA800, Inc. can provide reverse name and address look up services for its client campaigns. Reverse look up services searches several third party database sources for name and addresses associated with the ANI capture. If there is a match, USA800's system returns the ANI and the name and address associated with the ANI to the agent's desktop. Secondly, USA800 can prompt the caller to enter a customer number and or a telephone number that would be passed to the CRM application to pull a customer record against a database.

This allows agents to simply verify the correct name and address. If the address is incorrect, USA800 agents would simply make the appropriate changes. Reverse ANI lookup has a success rate of about 70%.

- Call costs can be reduced significantly by efficiently capturing the caller's name and address on over 50% of calls
- Name and address data integrity can be increased significantly
- Caller satisfaction can be raised by allowing for call efficiency

Search Bar

The search bar allows the agent to type in a key word or part of a key word to search the entire knowledge database. When the agent clicks the submit button, the agent instantaneously receives a web page with every instance of the key word or phrase highlighted. The search mechanism is the quickest tool available to the agent to search for a specific piece of information.

Wild Card Buttons

The Wild Card buttons are designed to allow quick access to the most important on-line knowledge base information. They can be named for quick reference to the agent and when the button is selected the information related to the description of the button is spawned in a web page.

Web Links (for dynamic information access on our client's web sites)

The web links section allows our agents to gain immediate access to the appropriate aspects of our clients' web site. These links will deal with **dynamic** information on our clients' product and/or service. For example, with USA800's tourism clients, on our interface resides a web link called WEATHER, which corresponds with a link to the most current weather conditions for that area. The web link information will NOT include the more static information that will be available within the search engine.

Contact Dispositions

As you can see below, USA800's Contact Central platform ends with a contact disposition screen. Based on what has transpired throughout the Contact Central script, the contact can be automatically assigned a disposition if certain business rules are fulfilled through the workflow. If not, the agent is presented with a customizable list of fixed contact dispositions to manually indicate the result of the contact. These dispositions are updated over time as new contact dispositions may be discovered. USA800 has also developed a tiered disposition system so the customer advocate has the ability to drill down for a more granular understanding of caller interaction.

Computer Telephony Integration

USA800 has custom built its own CTI capabilities to integrate USA800's Contact Central platform and or third party platforms with the USA800 telephony platform utilizing Nortel/Avaya's CCT platform. The functionality of this CTI/Soft Phone Module is described below:

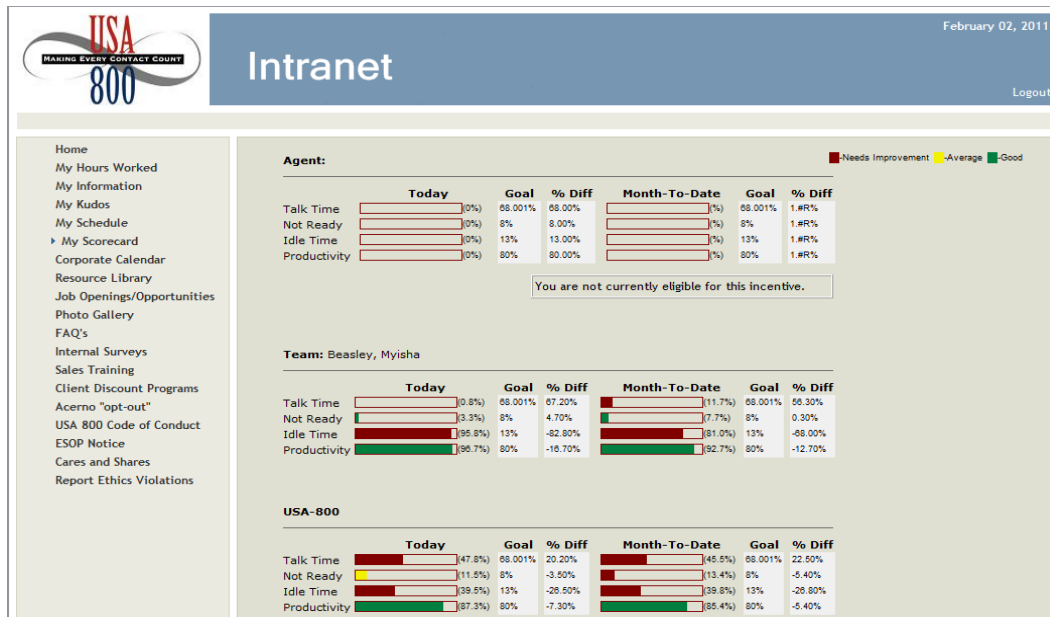
- Delivers appropriate screen-pop based on DNIS or ANI (toll free number dialed)
- Displays customer information in CRM application based on ANI or caller entered digits
- USA800 has developed an integrated soft phone in the Contact Central application for full CTI integration providing an intuitive, efficient interface
- USA800's WinPop application facilitates intuitive outbound speed dialing within the Contact Central platform for callers who need to be transferred directly to a specified number

- USA800's WinPop application has a built-in supervisor chat function which provides faster escalation management
- Performs HDX lookups to route calls to the appropriate skillset and or IVR message based on caller ANI or user entered digits – potential call avoidance strategy

Integrated Communications Portal (Keep Customer Advocates Informed)

The Communication Portal is an internal web portal available to CA's in between calls. Acting as a central information delivery source, the Communication Portal provides agents with important partner updates, displays individual productivity statistics, and provides general work information resulting in increased communication, and program knowledge. Through this portal CA's are able to...

- View general messages and instant feedback on partner programs
- Receive corporate updates and information related to USA800 (ESOP Corner)
- View their schedule two weeks in advance (Request changes to schedule)
- View their hours worked and income earned real time
- View their productivity and performance (logged time, average call duration, monitoring scores, etc.)
- View other performance factors by partner (conversions, AOV, first call resolution)
- View a schedule of upcoming events (client visits, training sessions, etc.)
- Utilize our Message Board (give feedback on solutions to problems, issues, etc.)



Integrated Learning Management System (USA800 University)

USA800 University is an online training tool integrated into USA800's Contact Central and TAPI WinPop applications. USA800 University allows agents to take on-line training courses during non-peak periods. With the integration into USA800's TAPI WinPop application, USA800 agents are able to efficiently deploy the training application in between calls. USA800 University is utilized for new client launches, re-training programs, and specific skills training. USA800 develops various training modules for continued agent improvement:

- **Flash Technology Allows for Interactive Training** - Training material is presented to the agent in a flash document (also known as the lecture). The flash technology allows the agent to interact with USA800

University through a PowerPoint-style training, a training environment, or a series of interactive scenarios that they must complete. Flash technology offers an extremely intuitive, informative, and interactive training experience.

- **Integrated Aptitude Test** - When an agent completes a training course, they are presented with an aptitude test which measures their comprehension of the material. The results are automatically tabulated and recorded for agent and supervisor review. The evaluation is structured in a multiple-choice format. In order to receive a passing grade, the agent must score 80% or above. If the agent does not pass, they are required to review the training again until they pass the aptitude test. After the agent passes the test, they will receive credit for the class and the class will be removed from the individual's "course catalog."
- **Course Catalog** - When an agent logs into USA800 University, they are presented with the "course catalog." The course catalog shows the training sessions which need to be completed for the agent skillset. Based on the agent's assigned skillset, a grouping of specific client training modules are presented in a drill down list (some clients have more than one training session).



Screen Shots of USA800 University

The screenshot shows the USA 800 University training interface. At the top left is the USA 800 University logo. To its right is a search bar with a question mark icon and a "Training Deadlines" button. On the right side of the header is the "ContactCentral" logo. Below the header are navigation tabs: "USA800_UNIVERSITY", "TRAINING", and "7300". On the far right of the header are buttons for "Help Screen", "WebSites", and "Escalate Email". The main content area displays a welcome message: "Welcome, Marina, to USA 800 University." Below this is a "Please select:" section with three dropdown menus: "Skillset" (with "Sales" selected), "Client" (with "eDiets" selected), and "Available Module(s)" (with "eDiets 2010 Spring Refresher" selected). At the bottom of the selection area is the text "Marina Stutson (40909)" and a "Submit" button. On the left side of the interface, there is a sidebar with "Welcome" and "Close Call" options.

- Welcome
- Lecture
- Close Call

New Pricing – 7 Days

Minimum Amount of Weeks	Promo Code	Price Weekly (does not include \$19.95 shipping)	Monthly Savings
Weekly	-----	\$139.65	\$0
4 week minimum	Save15	\$119.65	\$80
8 week minimum	Fit20	\$112.72	\$107.72 per month + Free week = \$220.72 in savings!!!

www.usa800.com

Submit

Performance Management Dashboard

USA800 has integrated a performance management dashboard on the landing page of Contact Central. During idle time, USA800 Customer Advocates have access to a landing page which has tailored performance metrics for all of the skillsets/accounts in their repertoire. The dashboards are tailored with the core KPI's for each account and are displayed in a gauge format allowing the CA to immediately understand how they are performing. Key highlights of the dashboard include:

- Gauges are configurable based on client goals (AHT, AOV, Conversion %, Monitoring Scores, Up-Sell %, etc.)
- Color coding on the background of the gauges easily allows agents to understand how they stand, coded either red or green depending if the CA is above or below goal
- Agents can view their metrics for the current day, last 7 days, last 30 days, or last 90 days.



Welcome, Marina Stutson

DNIS

Client 10ATest

Training Mode

Submit



USA800 Desktop Configuration

USA800's agent desktops run Windows XP, and are managed by a domain group policy. Users log into the domain with their own domain account, which limits their network access and ability to install software on the workstations. Users are allowed access to the internet in order to better meet our customers' needs; however our domain policy restricts what web sites they can access.

Desktop Workstation	Dell OptiPlex, 2.60GHz+ CPU, 512K+ RAM, Dell Flat Panel 17"+, Windows XP, 10/100 NIC cards
Phones	Meridian Digital 2008 or 2616 with Displays, Custom Developed Soft phone integrated within eCRM application
Headsets	Plantronics and UNEX
Network	AT&T MPLS Private Managed Network, 10/100 NIC cards, AT&T Network Based Firewall Internet connection (6MG)
Workstations	Ergonomical, comfortable, roomy, workstations and chairs

Contact Central Screen Shots

Sample Opening Screen

CHADWICKS.
GREAT STYLE IS YOUR OBSESSION. GREAT PRICE IS OURS.

Upsell Jewelry Items (visual)

BOSTONAPPAREL | 800-525-4420 | 41000 | Help Screen | WebSites | Escalate Email

Opening
View Catalogs Online
Close Call

Welcome to **Chadwicks**, this is _____.


I would be happy to assist you today.

Call Reasons:


Order	USA 800 Service	Client Customer Service
<input type="radio"/> Place an Order <input type="radio"/> Exchange an Order <input type="radio"/> Check Item Availability	<input type="radio"/> Check the Status of an Order <input type="radio"/> Catalog Request <input type="radio"/> Do Not Mail Request <input type="radio"/> Coupon Issue <input type="radio"/> Apply for a credit card	<input type="radio"/> Cancel Order <i>* Entire Orders, single items, or back-ordered items</i> <input type="radio"/> Questions about existing credit card <i>* Billing Questions</i> <i>* Payments</i> <i>* Lost/Stolen Card</i> <input type="radio"/> Merchandise Issue <i>* Pricing</i> <i>* Quality</i> <i>* Sizing</i> <input type="radio"/> Payment Not Processing <input type="radio"/> Complaint <input type="radio"/> Held Order


Submit

Sample Name and Address Capture Screen



GREAT STYLE IS YOUR OBSESSION. GREAT PRICE IS OURS.





BOSTONAPPAREL
800-525-4420
41000

- Opening
- Caller Lookup
- NAPE
- Shipping/Gift Message
- View Catalogs Online
- Close Call

⚠ Do not spell anything back to the caller.

What is your new address information?

Prefix Mrs. First Name DONNA Middle Last Name DAVIS

May I verify your full address beginning with ZIP code, please?

Enable International Selection Country UNITED STATES

ZIP 64133 City KANSAS CITY State Missouri

Address 10600 E 65

Address 2

Day Phone 816 - 342 - 2311 Night Phone - -


Address Entry Error:

1. Address not found in AVS Database (Range Error)


May I please have your email address so we can send you notification of your order, as well as any special offerings or promotions?


Email @

Sample eCommerce Order Screen



GREAT STYLE IS YOUR OBSESSION. GREAT PRICE IS OURS.





BOSTONAPPAREL
800-525-4420
41000

- Opening
- Caller Lookup
- Source Code
- Order
- View Catalogs Online
- Close Call

Do you have any coupon or promotional codes you would like to use today?

If caller asks where to find coupons, suggest that they sign up at www.chadwicks.com.

May I have your first item number, please?

Press Enter to Begin Adding Item to Cart / Purchase Gift Card

Retail Price: \$29.99	Size:	Color:	Quantity:
	4T	BLACK	1
	6T	LIGHT WASH	Availability Verified!
	8T	DARK WASH	
	10T	MEDIUM WASH	
	12T		
	14T		

Shipping To: Stacy Davidson 1008 Sw Blazing Star Dr Lees Summit MO [Add Another Shipping Address](#)


Total Items	0	Sub Total	\$0.00
Total	\$0.00		

Prices may be out of sync.

Image Not Available


Page 8

Sample eCommerce Order Screen



GREAT STYLE IS YOUR OBSESSION. GREAT PRICE IS OURS.

Upsell Jewelry Items (visual)



BOSTONAPPAREL
800-525-4420
41000

Help Screen
WebSites
Escalate Email

- Opening
- Caller Lookup
- Source Code
- Order
- View Catalogs Online
- Close Call

May I have your next item please?

✓ Checkout
✗ Cancel Order

Press Enter to Begin Adding Item to Cart / Purchase Gift Card

Shipping To: Stacy Davidson 1008 Sw Blazing Star Dr Lees Summit MO

Method: Standard

	SKU	Color	Size	Quantity	Price	SubTotal	
Copy	2149-82612-194	BLACK	8T	1 Update	\$29.99	\$29.99	Delete
<i>JEANS TUMMY BOOT</i>							
Copy	2124-25064-194	CEDAR	PM	1 Update	\$39.99	\$39.99	Delete
<i>JACKET P CORDUROY</i>							

Total Items 2
Sub Total \$69.98
Shipping \$12.99

Total \$82.97

✓ Checkout
✗ Cancel Order


Hold Order Reasons:

Price/Promo Not Working
 Merchandise credit not working
 Do Not Hold

Check in the mail is no longer available.


STACY DAVIDSON
Customer ID: 9902034172409

Sample Up-Sell Screen – Business Logic Enabled



GREAT STYLE IS YOUR OBSESSION. GREAT PRICE IS OURS.

Upsell Jewelry Items (visual)



BOSTONAPPAREL
800-525-4420
41000

Help Screen
WebSites
Escalate Email

- Opening
- Caller Lookup
- Source Code
- Order
- Upsell
- View Catalogs Online
- Close Call

✓ Checkout
✗ Cancel Order

To go with your order today, I have some great exclusive items for you.
On page 20 of your catalog, I can save you 20 % on the Ribbed Sweaters today.

⚠ Short pause.

May I add this to your order?

Add
Ribbed Sweaters (Discounted price is \$ 19.99)

I also have the Essential Stretch Tees at 20 % off , it's on page 22 of your catalog.

⚠ Short pause.

Would you like to add this to your order today?

Add
Essential Stretch Tees (Discounted price is \$ 13.59)

Other fantastic discounts:

Shipping To: Stacy Davidson 1008 Sw Blazing Star Dr Lees Summit MO

Method: Standard

	SKU	Color	Size	Quantity	Price	SubTotal	
Copy	2149-82612-194	BLACK	8T	1 Update	\$29.99	\$29.99	Delete
<i>JEANS TUMMY BOOT</i>							
Copy	2124-25064-194	CEDAR	PM	1 Update	\$39.99	\$39.99	Delete
<i>JACKET P CORDUROY</i>							

Sample Contact Disposition Screen – Closing Screen

The screenshot displays the Chadwicks Contact Central interface. At the top left is the Chadwicks logo with the tagline "GREAT STYLE IS YOUR OBSESSION. GREAT PRICE IS OURS." Below the logo is a search bar and a button labeled "Upsell Jewelry Items (visual)". The top navigation bar includes "BOSTONAPPAREL", a phone icon with "800-525-4420", and "41000". On the right, there are buttons for "Help Screen", "WebSites", and "Escalate Email".

The main content area features a message: "Thank you for calling **Chadwicks**, have a pleasant day." Below this is a table titled "Estimated Totals":

Estimated Totals	
Retail Price	69.98
Discount Applied	- .00
Subtotal	69.98
Shipping	12.99
Tax	.00
Total	82.97

Below the table is the "Call Disposition" section with the following options:

- Incomplete (Opportunity)**
 - Referred Product Information
 - Cancel Order, Payment Error
- Incomplete (Non-Opportunity)**
 - Hang Up
 - WRONG NUMBER
 - PRANK
 - Language Barrier
- Dead Contact**
 - TEST CALL
 - SCREEN POPPED- NO CALL

A "Note" field is located below the disposition options.

Contact Central- Custom eCommerce Catalog Module

The Contact Central eCommerce Module is completely customizable and script driven. Due to the script driven nature of the application, agent consistency and quality is easily improved. The script can be customized to accommodate all catalogers' needs.

- Flexible business rule adjustments
- Up-sell and cross-sell
- Multiple ship-to addresses/shipping methods on same order
- Personalization of items
- Special shipping
- Price adjustments due to any variable (discount specials, preferred customer, source codes, etc.)
- Size, color, or any other attributes
- Gift messages

Contact Central Cart Functionality

The following list of functionality is not meant to be a complete list, but represents a high level view of controls developed within USA800's web creator tool. The below functionality and others will not require additional development efforts.

SKUs

- Supports multiple prices per SKU based on sourcing/customer profile, etc.
- Information may be embedded in SKU such as item descriptions, backorder, expected shipping dates, pricing, features, etc.

- Supports the ability to display a picture of the item for the customer advocate
- SKU packages are supported and parent relationships maintained- inventory may be confirmed for a package based on constituent items

Features

- Unlimited features per SKU- examples of features are color, size, hand, etc. and feature values are configurable by SKU, for example, a particular item may be available in sizes S, M, L while another item may offer sizes S, M only
- Features may or may not modify the SKU value- for example an item in blue may append “_blue” to the base SKU
- Price changes per feature are supported- for example, items ordered in T or XXL may incur a \$5 additional charge

Inventory

- Real-time inventory may be maintained using many different mechanisms
 - Database lookup
 - HTTP screen scrape
 - Real-time messaging such as SOAP or Terminal Emulator
- Various inventory responses are supported such as automatic add to cart or notify customer of inventory issues (like possible delivery delay) and allow customer to choose whether to add to cart
- Inventory may be maintained using real-time messaging such as SOAP or HTTP or via periodic file transfer

Tax

- Tax calculations are completed configurable based on shipping/billing destinations down to zip code level
- Tax may be applied to merchandise and/or shipping costs
- Items and shipping may be excluded from tax calculation

Shipping

- Multiple shipping destinations are supported
- Multiple shipping types are supported
- Shipping charges may be applied by order, shipping destination, ship type or any combination
- Items may be excluded from shipping charges or incur additional shipping charges
- Extra charges may be applied to multiple orders/shipping destinations, etc.
- Restrict shipping based on arrival dates
- Restrict shipping based on destination

Discounts - Discounts may be applied based on:

- Total order cost
- Number of items in order
- Particular SKUs
- Bundles of SKUs- for example, buy two of a group of items, get the third free
- Packages of SKUs- for example, buy two of a group of items, get the cheapest one at half price
- All discounts can be fixed price or percentage
- Discounts may be based on information collected in call- for example, the caller is a member of a discount club, or the caller has a coupon

Up-sells and Cross-sells

- Up-sells and cross-sells can be offered at any stage of the shopping experience based on any criteria, e.g.:
 - Offer discounted products based on products already selected
 - Offer complimentary products
 - Offer substitutions when products are out of stock—provide a discount incentive in this case

Complex Order Grouping

- Orders may be grouped or ungrouped on all available data categories, e.g.:
 - Group by ship type and destination
 - Group on separate arrival dates
 - Group shipments by drop ship suppliers

SKU Source Data

The catalog information may be maintained in the Contact Central database or the source may be any XML document. For example, if the catalog is already published as an HTML Page, this information can be used as the source of the catalog, assuming it is well-formed HTML.

Robust Business Rule Support

- Any business rules that are not supported by the base catalog functionality described above can be achieved using rapidly deployable plug-ins
- Plug-ins exist as isolated applications; therefore deploying them does not affect any other functionality
- Can custom build plug-ins to meet unique guidelines, for example, adding functionality to apply product-dependant shipping rules to orders in compliance with highly variant state and county regulations

SKU Loader Reduces Cost of Implementation

USA800 has built an efficient XML data-loader that can take any client catalog database and inventory information (in virtually any format) and seamlessly upload the entire catalog into USA800's SQL database in the appropriate tables. Implementation costs are drastically reduced.

Contact Central - Catalog Integration Implementation Guidelines

The level of effort and timelines to launch can be as low as 20 days depending on the level of complexity and back end integration points. Below outlines a typical, simple integration effort.

Hybrid Real Time and Batch Integration Parameters

A typical USA800 catalog implementation is a hybrid solution of batch and real time data exchanges.

- Batch Inputs (this could be a file generated by the customer and posted to the USA800 FTP site or data that is available via HTTP request that USA800 will get periodically)
 1. Customer lookup data-typically customer ID, name, address information could contain customer preferences, links to other customers they have sent gifts to, etc.
 2. Catalog items- SKU, description, pricing, etc.
- Real-Time Messages (SOAP, Web Services or simple HTTP XML or FormData)

1. Inventory verification- we will typically send the SKU and expect to receive how many are available in return.
2. Finalize order message- this typically contains billing info, shipping info, items, quantities and payment info. This may also be multiple messages, for example a completely separate message with billing and payment info, then if the payment is accepted a message containing the order info (payment info must be via HTTPS).
3. Customer info changes- if the customer has changed their daytime phone number, we can send a real-time message to synchronize the source database. This could also be a periodic batch process.

We may also batch all the collected data periodically, just to maintain the continuity that our real-time processes are working as designed.

Contact Central Supported Shopping Cart Logic

Business logic support- this may be delivered to us via batch files or web services that we will get periodically, or, if they are not very dynamic, they may just be programmed once.

1. Discounts

- a. Discount example: by item, by source code, quantity, item bundles/packages, etc.
- b. Discount info is sometimes part of catalog item data

2. Sales Tax

- a. Sales tax state, city or zip code. Items that are excluded from sales tax- this is only applicable if USA800 is needed to provide customer sales tax at any point in the shopping call. In many cases, the "finalize order message" will return the sales tax as a result of the message.
- b. Shipping rules/prices for items and destinations

3. Up-sells

- a. Up-sell/cross-sell info- commonly included in the item data but could be a separate message or batch file

4. Shipping Rules

- a. Carriers/costs
- b. Restrictions such as PO Box, foreign, etc.