

Elite Sales Team
Dedicated, Shared or
Hybrid Staffing Models
Performance Management

Direct Response Reinvented

The direct response industry has changed over the last 25 years and USA800 has changed its service approach model to maximize every direct response dollar spent. From maximizing sales conversions through recruiting, hiring and retaining driven and talented staff, and supporting sales agents with sales training, coaching, and a performance management culture, USA800 maximizes revenue opportunities for its partners. On the cost side, USA800 delivers lower cost per sale through innovative, hybrid staffing models resulting in efficient use of resources.

- 24x7 Live Sales Agents
- 100% Employee Owned Culture
- Delivers Maximum ROI
- Soft Sell Expertise
- DRTV, Radio, On-Line
- State of the Art Call Centers
- Service Level Adherence
- Customized and Flexible Solutions
- Ownership Commitment

Direct Response

Communications
Solutions

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USA800

Making Every Contact Count

Direct Response
Communications
Solutions



Making
Every
Contact
Count

Elite Sales Team
Dedicated, Shared
or Hybrid Models
Maximum Results

Direct Response Experience

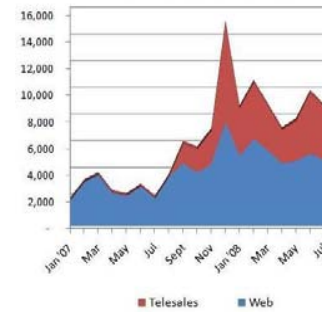
USA800 CASE STUDY – LEADING WIRELESS PROVIDER DIRECT CHANNEL GROWTH

USA800 launched the teleservices direct channel for a leading wireless provider with impressive results. DRTV was at the cornerstone of the new direct initiative with sales conversion, average order value, and cost control key elements to the ROI equation. Through innovative hybrid staffing models, intense focus on an elite sales skill set, interactive sales training and coaching, and a rigorous performance management culture, USA800 was able to deliver upon an ROI which has allowed teleservices to grow to more than 50% of the direct channel with less than half of the costs

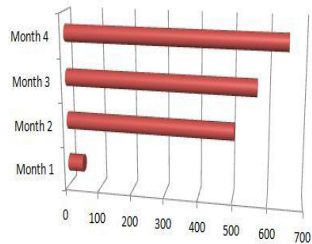
of the traditional bricks and mortar solution. USA800's web chat services also grow web sales.

- Exceeded revenue per call goals
- Improved conversion percentage by over 100%
- Effectively doubled the customers acquired through implementation of telesales and chat achieving record sales in first 120 days
- Launched on-line sales "chat" agents improving overall on-line close %
- Delivered service level of 83% of calls answered within 10 seconds

Direct Order Growth



On Line Chat Sales Units



USA800 DR SERVICES

- 24X7 LIVE AGENT SERVICES
- SOFT SELL AND HARD SELL
- DRTV, RADIO, ON-LINE SUPPORT
- UP-SELL / CROSS SELL EXPERTS
- LIVE CHAT SALES & SERVICE
- ELITE SALES SKILLSET
- 100% CALL RECORDING
- LEAD QUALIFICATION
- SEMINAR REGISTRATION
- LOAN PROCESSING

Flexible, low-risk, high-reward solutions for direct response

USA800 – Customer Contact Center Experts for over 35 Years

USA800, Inc. is a leading provider of direct response solutions, bringing together the core strategic capabilities of contact center, technology, and human capital to enable partners to maximize their marketing ROI. USA800 has now grown to become the largest 100% employee owned contact center in the nation, and a Top 50 Inbound call center as ranked by Customer Interaction Solutions Magazine. We have had a tremendous track record in achieving and exceeding our clients' program goals through dedicated and skilled staff, proven best practices, and investment in technology designed to increase the efficiency and effectiveness of every client engagement.

100% Employee Owned – Shared Success

With the wide availability of so many contact center service providers, why choose USA800? First and foremost, we are 100% employee-owned. Even our call center agents own a piece of USA800. It makes a big difference because our customer advocates have a vested interest in our partners' success.

"USA800 has been instrumental in executing upon our direct channel goals. Their performance, flexibility, and proactive solutions have helped deliver a positive ROI for the direct business"

Executive VP, Leading Wireless Company

Technology Solutions Deliver Results

USA800 invests in developing technology solutions which enable call center agents and partners to efficiently and effectively service customers. It is USA800's singular focus to develop real tools and systems for real issues that sets USA800 technology initiatives apart. From user friendly, intuitive, script driven unified desktops, to on-line interactive training manuals, USA800 solutions deliver bottom line results for its partners.



- CRM Unified Systems Development (web based)
- Database Integration (web services, XML, SOAP)
- Scripted Up-sell and Cross-sell Modules
- Interactive Voice Response (Speech) / ACD / CTI
- Performance Management Reporting (real time)
- Multichannel Support – Phone – E-mail – Live Chat
- Real Time Web Based Reporting



TRAINING SOLUTIONS

From interactive training tools, to 100% QA call recordings, to a vigorous focus on performance management, to a steadfast belief that investment in training and coaching is a daily necessity, USA800 call center agents deliver sales RESULTS to our partners.



TECHNOLOGY SOLUTIONS

From state of the art workforce management tools to ensure proper staffing, to web based GUI sales desktops with real time decision tools to support agents close sales, to interactive training modules designed to coach and teach sales acumen, USA800 technology tools support performance management and sales agent efficiency.



eBUSINESS SOLUTIONS

Generation X is getting older and will soon be a large player in the social services arena. Gen X expects to be able to communicate in different ways. USA800 delivers e-mail, live chat, and web self service models as additional cost-effective communications channels.

