

## Outbound Services

USA800 provides specialized outbound programs to specifically meet our clients' needs. Our efforts are centered on outbound services such as: sales, sales qualification, lead warm up, surveys, retention programs, customer care outreach, product promotion sales, etc. USA 800 delivers high performance levels through deploying experienced, sales oriented; outbound customer advocate's to initiate outbound campaigns.

USA800 is known for its high-touch, personalized approach. Therefore, we prefer to use a direct dial approach that gives the call recipient an immediate greeting to their answer. We will only deploy a predictive dialer if the application requires it or if it would significantly enhance the required outcome of the campaign.

We will calculate and deploy the appropriate number of CSRs to meet the requirements and your campaign time frames. With USA800 you are not restricted to a limited number of "outbound ONLY" customer advocates. USA800 is able to deliver a significant ROI for its clients by leveraging technology and process to deliver a high agent utilization rate with the "right" contacts and through the performance and results delivered by our outbound customer advocate's. Below is a sample of our outbound ROI calculator and the highlighted data input needs to understand program ROI.

### Outbound ROI Calculator

Variable Inputs:			
Program Start Date			8/1/2010
Targeted weekly leads			3000
	<u>Dials</u>		
	first time connect		70%
	second time connect		60%
	third time connect		40%
	total connect-right party percent		92.8%
Connects per hour			8
Overhead or wrap time			10%
FTE rate			\$ 28.00
Close rate			20%
Average Order Value			\$ 75.00
margin percentage			60.0%
Agent hours FTE per week			37

## USA800 Contact Central Auto Dialer (Preview Dialing)

USA800 has developed an integrated CRM outbound module which integrates into the Nortel TAPI/CTT platform with our CRM system (Contact Central) and controls all aspects of the call. The module essentially auto-dials the callers from the database based on customized business rules. The integrated Contact Central CRM dialer allows agents to be as much as 65% more efficient in placing outbound calls than manual dialing. All campaign details are configurable based on partner business rules. Examples of configurations are:

- Calls are automatically placed for agent; known data is automatically presented to agent.
- All input data used to drive the call is configurable;
- Call window times are configurable and managed by the time-zone of the called destination;
- Retry counts and options are configurable, for example, an answering machine may result in a retry or removal from the queue;
- Priorities are adjustable;
- Integrated List Management, such as opt-outs and name changes, etc...

### Features of Outbound Campaign

- Dynamic queue updating. Example, a lead generated from a call can be automatically added to the queue;
- Custom callback time, example, a lead asks for a return call at a specific time. The callback is automatically scheduled.
- Agent Ownership, example, in a sales campaign a lead can be assigned to a specific agent for callback.

### Example of a management dashboard for an outbound campaign

