

Training and Quality Overview

USA 800 is committed to your success, and as a business partner we understand the importance of *Making Every Contact Count* through an exceptional customer experience, beginning-to-end.

Outstanding customer experience begins with well trained and qualified customer advocates who understand the brand and strategy to grow your business. The business and sales strategy is an important dynamic in hiring and training appropriate customer advocate talent for your business.

USA 800 – Customer Experience Reinvented

Is taking care of your existing customer about simply finding the lowest cost provider? Can you afford to lose a customer or lose an opportunity to create loyalty with a customer by just a satisfactory, or even a negative customer experience? Do you maximize each inquiry as an opportunity to maximize revenue and build connections with your customers?

At USA 800, we don't believe in taking short cuts. We recognize that each contact is an opportunity to create loyalty, maximize revenue, and build meaningful connections with your customer. How do we elicit customer loyalty? ...By recruiting and hiring empathetic, motivated, customer centric customer advocates; empowering them with tools, training, and coaching to continuously improve as well as providing them with an ownership stake in our company. Shared success makes a difference with our customer advocate owners! We Make Every Contact Count by "CLICKING" with our partners' customers...

- **C**ommunicate Courteously – Voice tone, Pleasant, Empathetic
- **L**isten to Learn – Active listening skills
- **I**nitiate Ownership – Commitment to delighting the customer
- **C**reate Connections – Bonding and rapport, Mirroring
- **K**now your Stuff – Training on product or service

To ensure customer advocates are able to attain and exceed performance metrics, the training curriculum is aligned and customized to your specific business goals. Training is structured to support the specific contact type whether it is inbound or outbound calls, chat or e-mail. All training is followed with an on-line skill assessment to ensure customer advocate trainees are able to demonstrate the core competencies necessary to deliver an exceptional customer experience.

Upon completion of the comprehensive training program all customer advocates are monitored and evaluated to validate adherence to the processes and goals established for each specific contact type. USA 800 is a self-governing entity with a one-hundred percent call recording guarantee. Additionally, our partners have the ability to remotely access the recording platform

and listen to its calls to substantiate performance goals, as well as review USA 800s quality team assessments. These quality gates are an essential component in the overall business relationship.

Making Every Contact Count is a collaborative effort and USA 800 is committed to your success. USA 800 will work with you to determine the appropriate model to achieve optimum performance and results for the enterprise.

Training Curriculum

USA 800's training curriculum is an iterative and integrated approach comprised of; 1) Training Design and Development; 2) Train-the-Trainer; 3) Training Delivery; 4) USA 800 University; and 5) Embedding (opportunity to strengthen new skills).

Training Design and Development

USA 800 is flexible in its approach to developing training documents and timelines. USA 800s can leverage partner developed material, USA 800 custom training materials, or a hybrid of both. The primary purpose is to build a performance enhancing culture which focuses on the customer experience through consistent learning and development techniques. The customer experience is directly correlated to customer advocates who know your business priorities and how to reach these goals therefore driving the company's performance. For this reason, the training curriculum is tailored specifically toward the customer advocate roles and responsibilities as it relates to partner strategy, metrics, product, systems, etc. The compilation of materials utilizes successful synergies and techniques to accelerate sales and service performance. The training materials are modified with USA 800 standards in order to foster a consistent and positive customer experience.

Our partners play a pivotal role in providing institutional knowledge, documentation and system collateral that is integral for the training portfolio. Any enhanced, augmented or newly created training content will be approved by our partners upon finalization of the training design.

Training Delivery

USA 800 represents itself as an employee of the client for whom it takes calls. Behavior is modeled in the classroom to shape the skills, capabilities, values and strategies for the cultural basis of the customer advocate team.

The training delivery format is primarily a facilitative instructor led format. The customer advocates are able to ask questions and role play with experienced trainers, team leads and supervisors. The face-to-face training allows helpful ideas to be cultivated; where interactive sharing is encouraged and natural dialogue flows in a relaxed learning, feedback rich environment.

This hub is where the Voice of the Customer philosophy is materialized and each customer advocate is able to put oneself in the shoes of the customer – to appreciate what it feels like to be the customer. USA 800 will play actual customer calls to allow the customer advocate an opportunity to hear first-rate dialogue in order to emulate successful performance. Consequently, lower quality calls are also played to make clear this behavior is unacceptable at all times. Ultimately each part of the call flow is emphasized to set proper expectations on hard and soft skills needed to control the call.

Whether it is how to process an order or acquire customer information via an internal or external system or where to access resource tools, (such as online knowledge base) the classroom setting is where hard skills are developed and solidified. It is also where soft skills are brought to consciousness and the call purpose and each component becomes meaningful for key attributes such as the art of the sale, and active listening to gain customer confidence.

USA 800 is committed to a continual learning model and will provide skill set enhancement training as needed to reinforce, refocus and reemphasize key process indicators to meet core performance targets. These sessions are conducted by subject matter experts, including but not limited to, trainers, team leads, supervisors and sales readiness managers. USA 800 encourages and promotes partner involvement within the classroom, including a train-the-trainer model whereby partner tribal knowledge is transferred to USA 800 trainers.

USA 800 University (On-Line Learning Management System)

USA 800 is focused on the key business drivers for our partners and on achieving these through highly skilled customer advocates. Talent management is an ongoing and recurring process to ensure continued business success, especially when business drivers require a sudden shift in strategy. Being agile is a requirement to succeed in the marketplace and communication, timing and compliance are fundamental for frontline customer advocates.

USA 800 has developed an online training platform to optimize e-learning methods and bring speed to market through an integral learning structure designed to train and test customer advocates.

USA 800 University is an online training tool developed by and integrated into USA 800s Contact Central and TAPI WinPop applications. USA 800 University allows customer advocates to take on-line training courses during non-peak periods. With the integration into USA 800s TAPI WinPop application, USA 800 customer advocates are able to efficiently and effectively deploy the training application between calls (idle periods). USA 800 University is utilized for new client launches, re-training programs, and specific skills training. USA 800 develops various training modules to continue the improvement of the customer advocates.

1. **Flash Technology Allows for Interactive Training** - Training material is presented to the customer advocate in a flash document (also known as the lecture.) The flash

technology allows the customer advocate to interact with user-machine communication using a PowerPoint training format with simulated scenarios they must complete. Flash technology allows for an extremely intuitive, informative, and complete training experience.

2. **Course Catalog** - When a customer advocate logs into USA 800 University, they are presented with the “course catalog.” The course catalog shows the training sessions which need to be completed for the customer advocate skill set. Based on the customer advocates’ assigned skill set, a grouping of specific client training is presented in a drop down format. Many clients have more than one training session for different channels or product promotions.
3. **Integrated Aptitude Test** - When a customer advocate 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 customer advocate and supervisor review. The quiz is set up as a multiple-choice quiz. In order to receive a passing grade, the customer advocate must score 80% or greater. If the customer advocate does not pass, they will need to take the training over again until they pass. After the customer advocate takes the quiz and passes, they will receive credit for the class and the class will be removed from the “course catalog.”

When speed to market is important, USA 800 deploys a multifunctional solution to meet the demands of the business. USA 800 University is able to measure and quantify customer advocate comprehension to guarantee success and ensure properly skilled resources are aligned to our partner programs. And, the two-way electronic communication is a proven and effective way of sharing important metrics, script updates, product enhancements, methods and procedures to ensure well-informed customer advocates are able to grow your business.

Embedding

USA 800 correlates proficient performance with individual developmental feedback and practice. The embedding process is critical to the success and or failure of our customer advocates as they complete their initial training. The reality is that newly trained Customer Advocates are generally “swimming” with information overload. The embedding process is designed to give the Advocates an incubation period (generally two weeks) with a high level of support and off-line coaching and re-training. The embedding process includes side-by-side coaching and evaluations to reduce the learning curve and reinforce quality metrics and boost confidence. Each customer advocate works closely with dedicated subject matter experts who readily answer questions and coach on partner procedures, sales processes, and systems. The dedicated support resources will transition customer advocates, to the customary call center floor, after each trainee is capable of aptly demonstrating the required skills.

Training Summary

Training is important and USA 800 works closely with partners to implement a program tailored to achieve key business goals along with an exceptional customer experience, *Making Every Contact Count*.

Quality Assurance

USA 800's business modality for quality is straight forward and aligned to partner goals. All required steps executing company plans are well defined, suitable, and performed correctly in order to produce results. As a business partner, we are accountable for performance whereby we track, trend and measure performance to meet strategic and financial objectives.

USA 800 creates quality programs that are efficient and practical for its business partners in all vertical markets and industries. Since regulations and laws affect how a company interacts with its clients, partners and vendors, these guidelines are carefully considered when putting together a unique quality assurance plan for our partners. These basic tenets link direction with performance to see where improvement may be needed.

Process Overview

USA 800s process involves numerous quality controls to discover deficiencies at key points and correct them before they affect future and ongoing performance. Quality control options are customized specific to partner needs. USA 800 records every customer contact and may store calls for a specified period of time to meet regulated requirements. Our partners will have the option to remotely access the recording platform to hear and score calls from USA 800s call recording and quality management systems. Another effective option is to participate in USA 800 organized calibration meetings. These may be scheduled weekly, bi-monthly or monthly where designated participants such as client services, quality analysts, supervisors, customer advocates and our partners score calls simultaneously. This is an excellent opportunity to review and ensure likeminded consistency between the organizations. Lastly, the number of evaluations completed each month is dependent on the business needs of our partners. USA 800 facilitates a measurable number based on total calls received and number of skilled customer advocates.

Analyze & Coach

USA 800 utilizes the quality monitoring process to create performance reports, or scorecards, based on key business drivers and core behavioral attributes aligned with our partners' brand. USA 800 trends weekly and month-over-month performance to distinguish how we perform against core metrics at an enterprise level. Immediate improvement tactics are put in place when scores are below a minimum performance level, on average eighty-five percent.

The quality process and scorecards are also used to quantify individual customer advocate behaviors and activities. Customer advocates respond to the opportunity to perform well when they know what is expected of them. Scorecards help customer advocates understand how their behaviors and performance align with company objectives. These behaviors and expectations are clearly communicated and outline the skills, capabilities and values of the

customer advocate team. Listening to recorded and scored calls allows the customer advocate to recognize his or her strengths and weaknesses, therefore creating a greater sense of employee ownership within USA 800. All customer advocates must consistently maintain the defined minimum performance level to remain on partner accounts.

Supervisors receive real-time recorded and scored calls with developmental feedback and outstanding performance annotations from the quality assurance team. Supervisors are then responsible for developing the customer advocates in bi-weekly one-on-one coaching sessions, where they use the recorded calls and quality scorecards. These sessions shape and influence behaviors on how to use time more effectively and prioritize opportunities. To effectively manage the entire team, the supervisor will conduct weekly Huddle meetings and share enterprise scorecard data to discuss ways to solve customer problems or share insight and marketplace changes. Additionally, scorecards are a viable tool to drive motivational or incentive programs to achieve optimum performance. The quality assurance process is used in multiple ways to drive continual process improvement.

USA 800 has an entire team of professionals dedicated to evaluating the recorded calls and scoring them for consistency, compatibility and consequences which align activities to customer advocates, customer and company results. USA 800 presents a balanced approach to quality by proactively identifying trends which correlate to customer satisfaction, conversion, handle time, or other key performance metrics. For example, this team is responsible for identifying anomalies, such as short calls, long calls, promotion calls, customer advocates with inadequate performance levels whereby they will increase the number of evaluations analyzing business drivers impacting operating efficiencies. Recommendations from this organization will include process, system and training enhancements, such as script or process changes.

Each quality analyst is a subject matter expert and will work with our partners to establish the Quality form template specific to your needs. Data fields are numerical values or yes/no answers and the system provides commonly used text or may be customized based on specific goals. The flexibility is comprehensive including search and ad hoc reporting functionality. The process is fully automated and user-friendly for quick and efficient results that be emailed directly from the platform with an actual recorded call.

The Quality Assurance program is an integral part of the learning culture linked to performance within USA 800.

Training and Quality Summary

All training and quality programs is customized to the needs of our partners. The process is led by Lynnette Roy, Director of Training and Quality. Her team of professionals will work closely with our partners to develop and deliver a top notch plan aligned with our partners' core business objectives. *Making Every Contact Count* is a distinctive modus operandi found in employee owners that know when our clients succeed – we succeed.