

Happy Employees Make For Happy Customers

The idea that happy employees make for happy customers is certainly not a new concept and is something that most businesses value. Unfortunately, conflicting objectives and reactionary leadership behavior is not uncommon in the traditional business place. Demands from outside stockholders and investors typically drive the business primarily from a bottom line perspective, and create an externally focused management culture and behavior. Whereas, with outside demands lifted the opposite occurs revealing an internally focused management culture and behavior, and creating an environment where employee ownership and accountability prevail over basic job requirements and metrics.

USA800, A CARING CULTURE

As a direct result of being the largest 100% employee-owned contact center in North America, USA800 operates with a distinctively different culture. We promote an environment of caring and respect for each other, our partners, and our partners' customers, which we believe drives a superior customer experience on each contact. It is ingrained in our daily operation and is how, at all levels, we manage our bottom line. As a company, we have to answer to our partners and our employees.

When we think about what "caring" means, the following words come to mind: compassionate, trustworthy, thoughtful, and honest. These attributes are reflected in our core values. USA800's caring culture touches its employees and their families, our partners, and the communities we serve; it is fundamental to our core values:

- Promoting a team atmosphere based on caring and respect for fellow employee-owners
- Passion and commitment to our partners
- Integrity and honesty
- Valuing creativity and initiative

"Our core value of caring and respect for one another are fundamental to our interactions and are part of our daily dialogue. Our emphasis on authentic care for one another has a significant impact on our ability to care for our partners and our partners' customers." Julie Stevenson, Director of Human Resources

At the end of the day, every USA800 employee-owner has a vested interest in the business and in the success of the company. As employee-owners we care more about our business, our clients and keeping your customers satisfied. It is a significant competitive differentiator that is pivotal to how we help our partners meet their business objectives and financial goals.

CARING FOR OUR PARTNERS AND OUR PEOPLE



USA800 has been in the customer service business for 35+ years, with clients in both the private and public sector. The contacts we handle on a daily basis range in nature from catalogue orders, to consultative selling and service, to highly sensitive calls associated with family and social services needs. Our vision statement embodies our caring for our partners:

"To deliver a delightful experience with every customer contact, in turn allowing our clients the ability to develop and strengthen their customer relationship."

CARING

FACT SHEET

“The worst sin towards our fellow creatures is not to hate them, but to be indifferent to them; that's the essence of inhumanity.”

-George Bernard Shaw

IT IS OUR MISSION TO BECOME THE EMPLOYER OF CHOICE IN THE CITIES IN WHICH WE OPERATE OUR CONTACT CENTERS.

We believe that our core values of courtesy and respect for our partners and to one another, are paramount in building that type of reputation. We also believe that the level of respect and courtesy we pay to one another as employee-owners is a direct reflection of how our employees will treat the customer on the phone. The investment we make in our employees is where caring for our partners starts. Inspiring passion for and commitment to our partners is a core value that all of our employee-owners take very seriously.

In managing the business our supervisors, trainers and managers maintain approachable and responsive relationships with our partners and our customer advocates. We align our teams to ensure strong rapport across all lines of the organization. This way everyone on the team has a voice and knows their feedback is valued. A key indicator of the success of our model is our low turnover rate, which is one of the lowest in the industry. Low attrition pays off big for our partners in a number of ways including, lower costs and better results.

Careers take off at USA800. 65% of our administrative, support and management staff began their USA800 careers as customer advocates.

GIVING BACK TO THE COMMUNITY

As USA800 continues to succeed, with year after year double digit growth in the face of economic decline, we recognize the importance in giving back to the communities we serve. We do this in a number of ways:



- USA800 is dedicated to participating in local charity events and organizations that support the needs of the families in each of the communities where our employees live and work. For example, USA800 was proudly recognized as a Platinum Donor for the Second Harvest Food Bank in St. Joseph, Missouri.
- We conduct annual charity events targeted at raising funds for specific organizations, such as our annual golf tournament which raised \$15,000 for Children's Mercy Hospital located in Kansas City, Missouri.
- Our employee-owners actively participate on their own in giving to local charities and national campaigns such as the United Way.

USA800 CARES AND SHARES PROGRAM

Our charitable giving is also focused on internal programs where our own employee-owners are the primary benefactors. Our "Cares and Shares Program" is an employee support program designed and funded specifically to provide financial aid to USA800 employee-owners that are in need of assistance for common life issues (healthcare bills, utility bill supplements, death in family, etc). The program is funded voluntarily by the employee-owners and those contributions are matched by the company.

While we are proud of our charitable contributions and look forward to continuing our support, we are particularly proud of our partnership with local communities where we have successfully created jobs and presented the opportunity to help revive the community. Local communities that have been hurt in the past due to economic turndown, benefit through the entry and/or expansion of USA800 as a result of job creation.

"I personally deliver these expectations to our new and existing customer advocates along with communicating our opportunity for shared success. The attitude of invitation and empathetic customer service is that important to us,"

- Jeanne Hicks, Director of Operations