

Innovation from a business perspective is the ability to transform knowledge into solutions that drive financial and organizational improvement. It is an important factor for building a competitive advantage. It affords us a leadership position in our market place and positions us to offer our outsourcing partners the very best in people, process and technology. Our partners leverage their investment in outsourcing with USA800 as an integral component of the competitive differentiation they establish in their marketplace.

USA800's commitment to research and development is geared internally to develop solutions that generate greater efficiencies within USA800's organization to lower overall costs, and externally to enhance product offerings that provide value-based solutions. We build and customize our solutions to meet the needs of our partners rather than try to figure out how to fit our partners into our solution. This is a key strength we gain from our innovative approach to the business. Unlike many of the competitors in our marketplace, and the vast majority of the "mega-sized" outsourcers, we have a unique ability to remain highly flexible, creative and supportive of the customization required to make our partners' programs successful.

USA800 INVESTING IN INNOVATION

USA800 develops and deploys the latest in call center technology. Despite the recession, USA800 has enjoyed revenue growth in excess of 20% over the last five years fueled largely by USA800's willingness to invest in upgrading its core infrastructure, technologies, and new service offerings.

From an internal perspective, USA800 invests heavily in the creation of portals and tools that enable USA800 customer advocates to provide more efficient and effective service to the customer. USA800 has developed an integrated interface that fully integrates the following technologies: soft phone, CTI, dynamic knowledge base platform, learning management system, performance management dashboard, multi-channel integration capabilities, supervisor chat capabilities, and USA800's intuitive CRM solution, Contact Central. The Contact Central suite, developed by USA800, requires limited systems training due to an intuitive interface and extreme efficiencies which result in lower average handle times (AHT) and wrap times. USA800 continues to expand on these tools with four full time .NET developers working on tools to make our customer advocates more effective and efficient.

"At USA800 we deliver innovative solutions that result in a meaningful ROI to our partners."

INNOVATION
FACT SHEET

“Innovation distinguishes between a leader and a follower.”

- Steve Jobs



We have developed a number of highly flexible software suites, including USA800's Contact Central, an integrated multi-channel web based CRM desktop application; and several very sophisticated reporting packages that technologically could compete with most commercially available products on the market. Why did we do this?

- **Integration:** We needed to be able to integrate with virtually any CRM or enterprise level software solution, but wanted a more robust, common, intuitive front-end application from a CRM and channel management perspective.
- **Consistency:** We wanted consistency in training and quality management across all of our customer advocate's, who in some cases are deployed on multiple partner programs.
- **Information:** We wanted access to more information from our telephony, workforce management and CRM systems, and have it packaged in a more meaningful way, to better manage our business.
- **Efficiency:** We wanted to build tools that enable us to improve productivity, achieve better results and reduce cost for our clients.
- **Competitive Advantage.** We wanted to be able to outperform our competition and provide the technology that would equip our partners to do the same.

MANAGING AND PROTECTING USA800 RESOURCES

In addition to investing in technology, USA800 invests heavily in the people and skills required to develop, implement, operate and manage our systems. These resources are tasked with maintaining our systems in peak performance and minimizing any negative impact on the customer experience. An example of our support structure includes our state of the art command center. USA800 has a state of the art 24x7 command center with skilled command center specialists who track our service levels and other performance measures on a minute by minute basis.



When it comes to protecting our partners' data and protecting against service interruptions, USA800 places major emphasis on security and disaster recovery. All of our facilities operate under the strictest security access and surveillance systems and processes. All of our systems and facilities are designed for redundancy and fail safe backup to provide continuous operation in the face of a disaster.

The following USA800 Technology Enablement Fact Sheet provides an overview and highlights of some of our technology products and tools. We also welcome you to visit www.usa800.com for more detailed information.



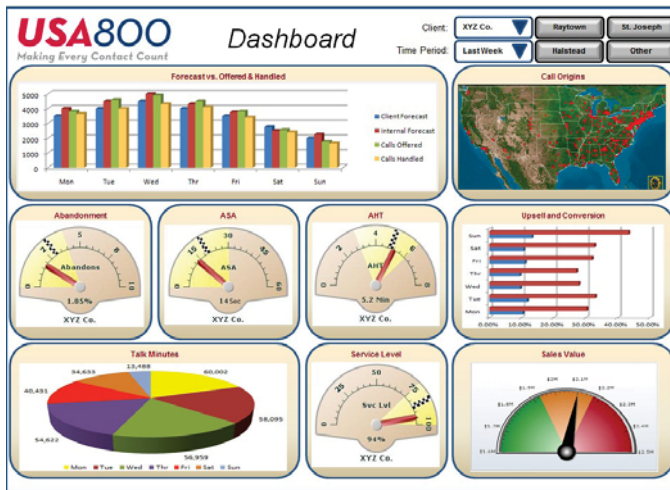
"As key drivers of profit, customer-facing business functions present significant opportunities to increase revenue, reduce cost, and improve customer satisfaction & loyalty. We depend on innovation in technology and operations to drive success for USA800 and our business partners."

- Mike Douglas, CIO and Owner

USA800 TECHNOLOGY ENABLEMENT HIGHLIGHTS

Contact Central CRM Platform: Contact Central is a proprietary web based customer relationship management platform designed and engineered by USA800. Contact Central utilizes a script driven, logical branching orientation to easily guide an agent through the workflow associated with the application. It allows the agent to move outside of the logical branching and gain valuable flexibility. This flexible solution can be customized to efficiently manage numerous types of customer contact scenarios. The browser-based system is designed to be highly intuitive and user-friendly, requiring virtually no systems training. USA800's Contact Central allows our customer advocates to manage contacts in an efficient and informed fashion, resulting in lower contact costs and a better customer experience.

Integrated Multi-channel Communications: USA800 provides phone, chat, e-mail, and web self-service on a 24x7 basis for many of its partners. More importantly, USA800 has an integrated multi-channel strategy which allows universal customer advocates to receive voice, chat, e-mails, and images in a single call routing environment allowing for maximum efficiencies, visibility and reporting.



Performance and Production Reporting: USA800 has developed in-house real time reporting tools which allow front line managers the ability to have broad and narrow views of virtually all contact data. Managers are able to drill down to the lowest level of detail and view several months of data within seconds. This web based reporting suite allows our clients to receive real time reporting of critical information in an actionable format. Reports can be built with drill down capabilities by year, by month, by week, by day, by hour, and within 15 minute intervals. Additionally, USA800 can provide KPIs by agent or by skillset. Examples of in-house developed reporting tools include:

- **Extravaganzo:** A robust, real-time reporting dashboard providing application, skillset and agent level monitoring and reporting. Data is refreshed every two seconds and dashboard reports can be set up with exception based color coding to quickly identify target areas.

- **Latigent:** Provides web based access to intra-day, daily, weekly, monthly and yearly reporting on virtually any data captured within USA800 systems or partner systems (e.g. LD provider data, ACD data, ARU data and eCRM data). USA800 builds reports to meet the criteria required by the partner program.

Quality Assurance Call Recording: USA800 utilizes the OnviSource Quality Assurance System to digitally record 100% of calls and allow internal and external users to sort and select calls, listen to them, and score them based on customizable criteria. Quality management and customer satisfaction are linked and calibrated.

IEX TotalView Workforce Management: USA800 utilizes IEX TotalView, a sophisticated workforce management solution that builds agent schedules based on agent availability and intraday volume requirements. The system allows the USA800 management team to make decisions throughout the day based on predictive models in the intra-day forecast, as well as longer term hiring and training decisions based on trending data.

Customer Advocate Portal: Our Customer Advocate Portal is an information source available to agents, in between calls, that allows the agents to understand their productivity, obtain general work information, and increase communications. Customer advocates receive daily dashboard reporting which clearly communicates how they are performing on both quantitative and qualitative criteria. They are uniquely motivated to improve their performance not only from an ownership commitment perspective, but also from a team perspective, as they can see how their individual performance effects the aggregate performance.

AT&T Telecommunications and Network: USA800 utilizes AT&T as its main telecommunications and data provider. USA800 has had an exclusive relationship with AT&T for over 20 years and leverages AT&T's Advanced Feature Network, as well as their MPLS Network. AT&T's redundancy, reliability, and robust feature set are very important to USA800's value proposition. Through AT&T's "Route It!" platform, USA800 manages 10,000+ 1-800 Numbers and is able to change, within seconds, where each toll free number rings to throughout the network. So if one facility is faced with a disaster scenario, all of its traffic can be re-routed within seconds to other locations.

