

A powerful asset of USA800 is the collective knowledge we have amassed as a result of 35+ years of experience in running our outsourcing contact center business. We consider our knowledge as integral to our organizational performance and ability to meet and exceed our partners' goals and objectives. When partners entrust a part of their business and their reputation to us, we don't take it lightly and we understand that they expect us to be knowledgeable and highly skilled in what we have committed to deliver. Our ability to capitalize on our knowledge is fundamental to how we:

Knowledge is the Basis of our Collective Learning and Experience as Contact Center Professionals



- Relate to and align our work with the business of our partner.
- Service and delight customers with each and every contact.
- Invest and equip the organization with innovative technology solutions.
- Measure and manage program performance goals and objectives.



We attribute our award winning success as an organization and as a partner, to our knowledge-centric approach to continuous improvement. We foster a working environment of consistent learning and transformation of knowledge into actionable business improvement across the USA800 enterprise.

RELATING TO AND ALIGNING OUR WORK WITH THE BUSINESS OF OUR PARTNERS

The first step in establishing a premier program is to understand the financial objectives and drivers of our partners' business, which go hand in hand with defining the overall goals of the program. Aligning business goals with results and cost expectations at this juncture is critical to program success; and knowing the business revenue and cost drivers ultimately enables us to design a program that meets those expectations.

We believe a key opportunity for success lies in collaborative participation with our partners' senior leadership team during business strategy planning sessions. Doing so provides invaluable insight into the broader and longer-term goals of the partner company. This type of partnership encourages open dialogue and the ability for USA800 to share our experience and insight. It fuels the ability to develop a plan whereby the contact center's goals and objectives are in line with the overall business strategy and better serve the needs of the business.

KNOWLEDGE
FACT SHEET

“In the business world, the rearview mirror is always clearer than the windshield.”
- Warren Buffett

USA800 pays careful attention to gaining consensus and mutual agreement on the specific definitions and calculations of key performance metrics or indicators (KPIs) (e.g. average handle time, cost per sale, occupancy, utilization, etc.). We have found this to be an area where our competitors often break down. In our 35+ years of experience we have gained substantial knowledge around how to ensure true alignment and understanding of the KPIs, by which our performance is measured. Our attention to detail has repeatedly paid off in our partners' ability to achieve ROI expectations.



Lastly, a unique aspect to developing a true partnership is USA800's willingness and desire to share information on all aspects of the contact center performance. This includes service level information, quality monitoring sessions, process improvement processes and even personnel decisions. It has always been and continues to be USA800's desire to have our clients feel as if the contact center is their own and to create solid relationships based on trust, loyalty, and friendship.

SERVICE AND DELIGHT CUSTOMERS WITH EACH AND EVERY CONTACT

Delighting customers starts with knowing how to select the right people for the job and enabling them through proper training and career development so that they are knowledgeable and confident in their ability to deliver excellent service. This includes handling phone, providing web and chat support, and/or email channels. We believe that we cannot be successful as a company without a strong contribution to the growth of our employees.

Recruiting, Hiring and Training: Getting the right people is critical to the success of the program. At USA800 we are 100% employee-owned so we seek out people that demonstrate an entrepreneurial spirit and a desire to be a part of something bigger than just a job. We also align our recruiting and hiring process with our partners' business objectives. Hiring is aligned with the program, and often requires a customized recruiting process; targeting where and how to advertise and making adjustments to the screening and testing process as needed. Attitude, desire, competitiveness, intelligence and motivation are the characteristics we see as keys to success. Deployment of a formal, strategically designed training and on-boarding program solidifies our success with the initial establishment of "good habits" and skills needed to consistently deliver an excellent customer experience.

Quality Coaching and Collaboration:

USA800's Quality Assurance Team is dedicated to our continuous improvement process. 100% of calls are digitally recorded and an appropriate sampling of an advocate's calls are monitored and reviewed with the advocate twice a week. For these sessions, focus is on coaching for improvement on all levels and includes the advocate listening and scoring their own calls. USA800 encourages calibration sessions with our partners to ensure expectations are properly aligned. In addition, USA800's web based Quality Assurance Solution allows for joint use of the monitoring and scoring tools. Thus providing partners complete visibility into 100% of the call recordings, as well as access to advocate level, team level, and center level agent scoring.





Weekly "Team Huddles", conducted in an open forum session, create an opportunity where the team can celebrate success, gather learned experiences and share information. Since the advocate is closest to the customer, they typically have the best firsthand knowledge of what works well and what needs to be revisited relative to delighting the customer. Partners especially find this information valuable as we often uncover issues upstream within their organization that may be negatively or positively impacting the customer experience.

From interactive training tools, to 100% quality assurance call recording, to the steadfast belief that investment in training and coaching is a daily necessity, USA800 advocates deliver timely, accurate, and empathetic service to our partners' customers.

INVEST AND EQUIP THE ORGANIZATION WITH INNOVATIVE TECHNOLOGY EXPERTISE

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.

USA800 is committed to studying, understanding and staying ahead of customer channel and usage preferences in order to plan for the future and maintain a technology roadmap for our infrastructure. At the same time, we ensure that we are managing today's customer interactions as efficiently as possible for our partners, with an eye toward integration of these newer platforms, channels and software packages.

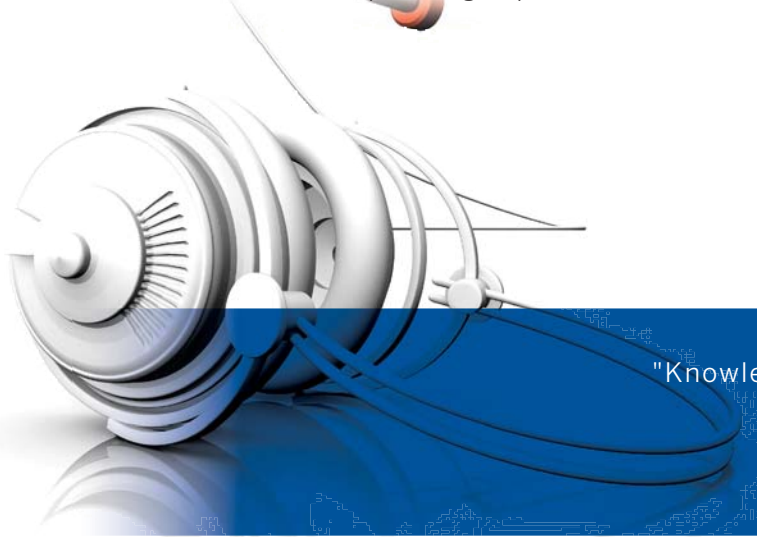
We invest significantly in securing technology professionals and architects that are specialist in their fields and capable of researching and designing innovative, proprietary solutions. These solutions support our existing infrastructure and provide for the value added capabilities that our partners will need and expect, in order to create their competitive differentiation.

MEASURE AND MANAGE PROGRAM PERFORMANCE GOALS AND OBJECTIVES

USA800's management philosophy emphasizes setting high objectives, collecting data and analyzing results to improve service levels and advocate performance. As such, we have instituted rigorous quarterly departmental processes whereby department heads are charged with defining quality and process improvement goals and initiatives. In addition, stringent timelines and action items are assigned to each objective.

Our account management team leads a quarterly SWOT analysis that analyzes and assigns action items for improvement for each account. Strengths, weaknesses, opportunities, and threats are addressed in an open and honest fashion.

Lastly, 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. These systems have been designed to allow managers to drill down to the lowest level of detail within a month or year's worth of data within seconds. USA800's process improvement focus allows for cost reduction, more efficient use of resources, a better understanding of customer requirements, increased customer satisfaction, and improved agent performance.



"Knowledge has to be improved, challenged, and increased constantly, or it vanishes." - Peter F. Drucker