

Commitment to Sales and Service Excellence Drives Results.

As economic conditions continue to force businesses to tighten their reins and reduce costs across the board, performance is more important than ever. The contact center, if properly optimized, is firmly positioned to exceed performance expectations while delivering a superior customer experience. Our competitive culture and vested interest to succeed gives us the motivation to provide an extraordinary performance commitment to our partners' success in driving bottom line results.

"At USA800, we define performance as capitalizing on every contact as an opportunity to generate revenue and/or reduce cost."

America. Employee-owners are entrepreneurial, committed to performance improvement, and most importantly committed to exceeding our partner expectations. They understand that to the extent we succeed for our partners, we will continue to grow as a company and therefore their company stock will continue to grow.

Second, is our success in developing and operating a performance based culture that instills ownership and accountability in meeting and exceeding key performance indicators (KPIs) on behalf of our partners. Effective contact center management involves executing many disciplines with excellent results. Our model for success is a proven, real world approach, to equipping and enabling a premier contact center to exceed customer experience and quality expectations.

The USA800 Performance Model is built on several keys for operationalizing and sustaining a premier contact center organization. Those keys include:

KEY #1: UNDERSTANDING AND ALIGNING OUR CLIENTS' CORE BUSINESS AND CUSTOMER MANAGEMENT STRATEGIES AND OBJECTIVES.

The first step in establishing a premier operation is to understand the financial objectives and drivers of our partner's business. Knowing these goals ultimately allows us to design a program that can satisfy our partners' goals and enable us to deliver value and financial benefit.

KEY #2: COMMUNICATING KEY PERFORMANCE INDICATORS THROUGHOUT THE ORGANIZATION

Constant communication of key performance indicators throughout the organization is crucial to our success. Using simple dashboard reporting, all employee-owners are made aware of their performance and are passionate about striving for excellence in achieving our partners' goals and objectives. Everyone is driven to personally improve their mark each and every day.

USA800's approach and success in delivering results for our partners is twofold:

First, we are the largest 100% employee-owned contact center in North



PERFORMANCE FACT SHEET



“The success combination in business is: Do what you do better... and do more of what you do...”

- David Joseph Schwartz

KEY #3: IMPLEMENTING A CONSISTENT AND RIGOROUS APPROACH TO EXECUTING OPERATIONAL EXCELLENCE

Once the financial drivers in the business are defined and understood, and the end-to-end process has been developed that aligns accordingly, program success becomes a matter of execution. The right process along with execution will lead to great results. We believe that Process + Execution = Results.

KEY #4: PARTNER AND EMPLOYEE MANAGEMENT, PERSISTENCE AND PATIENCE

Success requires a balance of persistence and patience. Persistence says it is crucial that the organization be persistent in expecting results early, demanding results often throughout the process and ensure learning as they go. But, at the same time, be patient in terms of understanding it takes time to get it right. Driving performance across the organization takes consistent positive recognition of success on a team and individual level, combined with precision and targeted coaching on improvement opportunities. Constantly defining and refining the process to make sure it is on target and adding value to the business, is a key requirement.




KEY #5: OPERATIONALIZING A CONTINUOUS IMPROVEMENT MANAGEMENT CULTURE AND PERFORMANCE CYCLE

USA800's management philosophy emphasizes setting high objectives, collecting data, and analyzing results to improve service levels and agent performance. As such we have instituted a rigorous departmental process whereby department heads are charged with defining quality and process improvement goals and initiatives, as well as measuring, analyzing, and improving existing processes. These goals are not optional and stringent timelines and action items are assigned to each objective.

KEY #6: SUPERIOR TECHNOLOGY INVESTMENT, ENABLEMENT AND EXECUTION

"In most companies, IT's priority and main function is not to support the contact center, but the business as a whole. As a contact center outsourcing company, IT's first priority and function is to support the contact center. Now, more than

ever, we have the ability to capitalize on our technology investments, and deliver on the promise of providing a more cost effective and better customer experience," Mike Langel, Vice President of Technology.



At USA800, we have developed a number of highly flexible software packages, including an integrated multi-channel web based CRM desktop application (Contact Central) and several very sophisticated performance management reporting packages that, technologically, could compete with most commercially available products on the market.

"It is no use saying 'we are doing our best.' You have to succeed in doing what is necessary."

- Winston Churchill

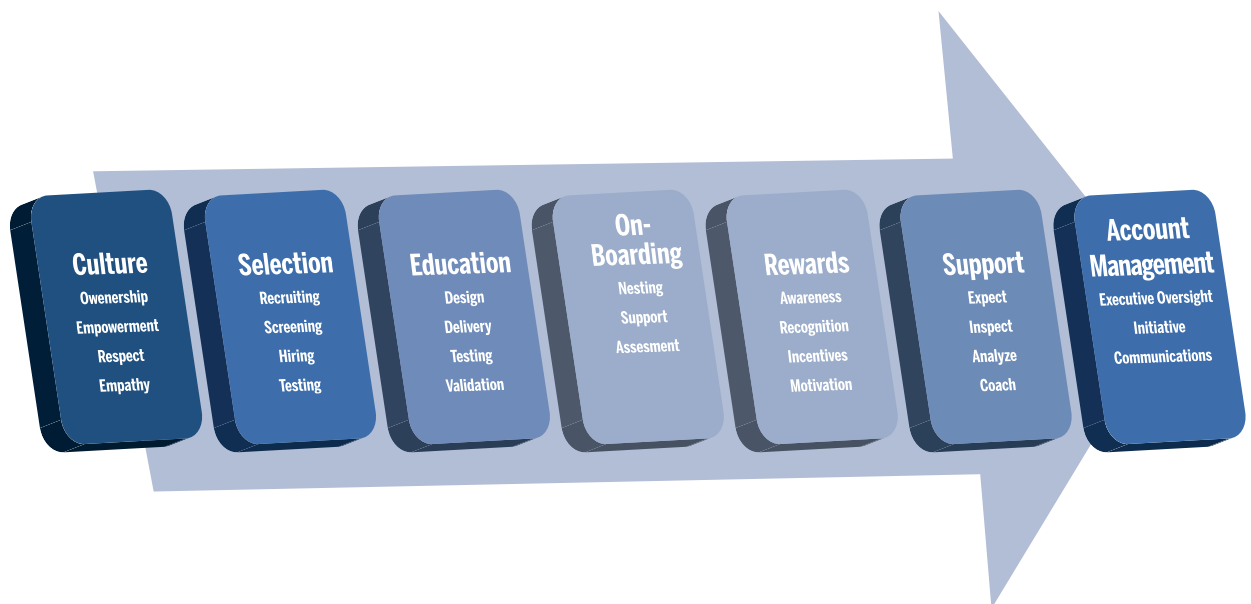
These six keys work in concert with each other to cultivate and sustain a premier organization. Collectively, they represent the total picture of setting strategy, delivering on that strategy via people and process, and equipping the organization with the appropriate technology to be effective and efficient.

USA800 Performance-Based Management Model

Culture: USA800 creates a unique entrepreneurial culture with an ownership foundation and a commitment from all to perform.

Selection: Selecting the right people with the right skills and attitude, will deliver results and a delightful customer experience.

Education: Maintaining a steadfast belief that investment in training and coaching is a daily necessity, we provide interactive training tools, 100% quality assurance call recordings, and a rigorous focus on performance management.



On-Boarding: We recognize the first 30 days in the contact center make or break the success of a customer advocate. Therefore we pay particular attention to this on-boarding period, allocating significant resources to providing leadership, coaching, and support.

Rewards: Rewarding excellent behaviors delivers excellent results. From a pat on the back, to employee recognition, incentive based pay, and employee-ownership; USA800 recognizes the value of recognizing accomplishments.

Support: USA800 provides significant support resources to ensure our customer service advocates succeed. Team leaders, team supervisors, trainers, and quality assurance advocates all recognize the importance of providing leadership, coaching, and guidance to our team members.

Account Management: USA800's account management team is the single point of contact responsible for ensuring all critical success factors are proactively met on an interval, daily, weekly, and monthly basis. Our partners have the peace of mind knowing that they have a partner advocating for them every day!

