

CallAssistant

OVERVIEW PRESENTATION

www.callassistants.com



CallAssistant

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Company Profile

Background:

CallAssistant, LC is a privately-held firm headquartered in Salt Lake City, Utah. The Company provides outsourced teleservices for outbound and inbound campaigns. The Company currently employs more than 300-employees and is one of the largest employers for the Cache County community.

The Company's contact center is located in the Intermountain West to centralize multiple time zones throughout North America and recruits from a highly educated workforce in Utah. Spring of 2011 – CallAssistant consolidating its Logan operations to a 15,000 square foot PCI Certified, Service Level 1 facility.

Government Relations

The Company continues to have positive relations with Local, State and Federal representatives on issues related to job creation and teleservices.

CallAssistant has been asked by **PACE** (previously as the American Teleservices Association) to participate as Board Members for the Jobs4American initiative supported by the FCC Chairman Julius Genachowski .





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Echo

Echo is a call solution software that has been operating for more than 10-years. Echo achieves multiple solutions: measured performance, call compliance, scalability, customer protection, script integrity and the ability to response to each caller's request with a pleasant and professional dialogue.

Echo value solutions:

- Valuable information will be presented perfectly every time.
- No miss quoting: rates, figures, statistics, offers or incentives.
- Accurate, up-to-date information every time.
- Clear, pleasant, and consistent speech that never sounds pre-recorded or automated.
- All conversations are recorded for quality control.

Performance & Persistency

- CallAssistant has a 10-point higher persistency level for enrollment membership service campaigns.
- Agents are prohibited from "ad-libbing" with consumers.
- Campaign data is analyzed everyday to modifying script performance without the need for excessive Agent training.





Market Services

CallAssistant services can be categorized into three general teleservice-type campaigns (acquisition, optimization and retention) for the following industries:

- Financial,
- Insurance,
- Political,
- Direct Response,
- Healthcare,
- Education,
- Business-to-Business,
- Retail,
- Customer Service





Script Development

Sales Scripting:

Integrated into our patented technology (Echo- US patent 7,640,510 B2) is the formula that models the most successful scripting that resonates with consumers.

CallAssistant has more than 10-years of telesolution experience that is leveraged in building campaign scripts. These approved and compliant scripts are used by Call Agents to maximize the greatest amount of contacts and service.

Duplicate Patterns of Success:

In a contact center environment where Call Agents are required to deliver product/service information with a high-level of enthusiasm and knowledge hundreds of times during a campaign, variables of productivity can occur for any campaign.

Successful service communication requires balancing human variables that can impact interaction with customers, like: pronunciations, inflections, pitch/tenor, saying the right key words, delivering the correct scripting, etc.

Echo provides high performance regardless of the Call Agent. Regardless of product/service changes, script modifications, background and/or experience of the Call Agent – CallAssistant delivers a PROFESSIONAL presentation EVERY TIME!



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Higher Yields

Perfect Presentation:

Yields on campaigns are typically **25% greater** than the competition, because a professional presentation is made every time. The Company continues to improve audio presentation and patterns to: 1) reduce the phone time per consumer and 2) yield the highest returns in the teleservices industry.

CallAssistant has the following operational strategies to increase yields for each teleservices campaign:

- Professional Training – each Call Agent is assigned a Team Leader to mentor and provide ongoing teleservices training.
- Open Environment – Call Agents provide operational management with feedback and ideas for improving the daily yield production for each campaign.
- Echo Training – Call Agents are able to perform to the same yields as the top 10% performers because of training and persistency rules developed for each campaign.
- Positive Working Environment – CallAssistant has a 50% higher job retention and job satisfaction rating than typical call centers in the United States.



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Program Management – Protecting Consumers

Campaign Management:

Each Client has a dedicated Account Executive, Script Developer, Quality Director and IT Representative to assist the successful launch and management of their campaign. CallAssistant will provide Clients daily reporting and weekly advisory of how to increase productivity.

Teleservices Compliance:

- CallAssistant complies with all Federal and State teleservices laws, including abandon rates, caller ID and DNC legislation. Review **FTC Opinion Letter** on CallAssistant. (See <http://www.ftc.gov/bcp/telemarketing/opinion0901.pdf>)
- CallAssistant is PCI Certified, Service Level 1, Contact Center.
- All calls are recorded and archived for auditing and compliance.
- Clients can be assured that 100% of the calls are provided the necessary disclaimers.

Reduce Call Lost:

- CallAssistant's contact system affords Call Agents to scale at higher rates.
- The Company can rapidly scale inbound and outbound call volumes to reduce abandon calls.



Contact Information

We look forward collaborating with the Federal Communication Commission. Thank you for your consideration as we review this important opportunity.

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