



Corporate Profile

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Company Profile

CorporaTel is an innovative provider of customer relationship solutions. We are creators of practical solutions to real problems that enhance the relationship our clients have with their customers, CorporaTel provides the opportunity to strengthen and enhance these customer relationships and build lifetime loyalty. We have become an outsource leader by using best in class customer care strategies to the benefit of our global clients.

Headquartered in Halifax Nova Scotia, with three centres located in our home office, Vancouver, British Columbia and Saint John, New Brunswick, we have a team of over 350 professionals serving clients in the tourism, technology, financial and communications sectors.

We are proud of the people who work with us and their contribution to the success of our company. We value our contribution to the communities in which we operate by applying a high standard of integrity to the work we perform and emphasize in our employees the importance of community participation. We are a customer-focused organization that employs seamless technology solutions that meet ROI objectives for each project we implement. We are a leader in our industry whose financial stability and performance is consistently excellent.

Our Service offerings include:

Inbound

- Event management
- Reservation services
- Inbound order taking
- Customer care solutions
- Customer Support services
- Help desk services

Outbound

- Lead generation
- List verification and database cleaning
- Market Research Field services
- Confirmation services

Ecommerce

- Internet customer support
- Multi channel contact
- Payment processing

Other

- Order processing and fulfillment
- Web-based surveys and data collection
- Contact center consulting services

Company Profile

Our team of experienced professionals can rapidly deploy CorporaTel's value based solutions. Using advanced information and reporting systems, we apply superior customer service principles to create experiences that strengthen the customer relationship and build loyalty over time. Our solutions are designed and tailored to efficiently and effectively manage multi-contact channels with customers and improve the relationship at every point of contact. The result is an exceptional customer service experience and customized program management that brings value to our clients.

To accomplish the greatest possible value to our clients CorporaTel has evolved from a traditional call centre model to a highly focused organization serving a diversified client base. Our services for the growing market of multi-channel outsource solutions include extended customer contact methods such as e-mail, chat, VoIP, to be a part of an integrated CRM business strategy.

*"Customers want ease of access to information, self-service, and choice that is a convenient, personalized service-anytime, anywhere."
Don Mills CEO, CorporaTel*

Clients electing to use our people-based solutions to support their customer service interaction and marketing efforts find a solution that integrates process, people and reliable technology. Our customized solutions accelerate the client's ability to acquire and keep profitable relationships.

With pressure to reduce costs, our clients have seized the opportunity to outsource with CorporaTel and create true value-based solutions that deliver fast measurable results for their organizations. These are solutions that are designed to extend and compliment our clients existing technology, not necessarily replace the companies' current methods of interaction.

Our company, as a member of The CCL Group, a strategic marketing and communications organization, has the ability to supply our management team with further access to state-of-the-art methods for enhancing customer equity. If needed, senior management will consult with market researchers at Corporate Research Associates to determine the link between satisfaction and loyalty. The Project Management Team may consult with copywriters at Corporate Communications to add sparkle to a scripted message or ensure translations are in context through the services of Text In Context. This is a unique value-add proposition available to our clients, through CorporaTel's project management team, all within one organization.
(www.cclgroup.ca)

As outsourcers, we will consider carefully the infrastructure used to interact with our client's customers. We will commit to incorporate the appropriate metrics to capture and determine what must be delivered. We will work with our clients to keep them competitive in their markets.

Our commitment to our clients is to be adaptable and flexible. CorporaTel, as the outsource provider will continually evolve our service offering to our clients as a part of the ongoing dialog we will have with their customers wherever and however they touch the business.

Operational Process

Project Implementation Process

CorporaTel's operational processes are designed to provide flexibility and scalability to react to the ever-changing business environment in which we operate today.

The integration of people and technology allows CorporaTel to consistently deliver best in class and real world solutions for our clients.

CorporaTel's implementation process will rapidly deploy a new project with a true alignment of the goals and objectives clearly defined with our clients.

The metrics for measuring the successful launch and ongoing performance of the project are determined by our highly experienced implementation team. The methodology for delivering on the critical success factors is developed accordingly. Some of the critical elements we will determine during implementation are the specific solutions for invoicing, information sharing, report distribution, content, training and problem escalation to produce the best customer service and client experience possible.

The project implementation team will have representation from CorporaTel's resource management, training, technology, human resources and senior management personnel along with participants from the clients' organization. The speed of the deployment is dependent almost entirely upon the wishes of the client. CorporaTel will deploy a new project in a matter of days if required. Applying our proven model for outsourcing has led to the flawless integration of operations on the launch of countless new programs.

People Selection: High Touch

Access to a highly educated sustainable workforce for our most valuable resource, our people, is a large part of one of CorporaTel's competitive advantages. After screening, profiling, and training great people for all positions within the organization, CorporaTel presents our clients with a smart enthusiastic well-motivated workforce dedicated to making our clients more profitable.

Agents are carefully selected using a process that includes agent profile building, pre-employment tests and screening tools. This comprehensive approach for attracting, recruitment and hiring has generated a terrific workforce that is 80 % university educated and 40% bilingual. We have created a workforce that understands and shares our corporate values and the values of our customers.

Operational Process

People Selection Process

Our agents are selected for each project we launch from a pool of current agents or from a group of individuals that have been pre-screened by our HR professionals. Our 8-step agent selection process ensures a 100% agent fit for the projects they are selected to work on. Our approach to managing the performance of our agent pool has meant CorporaTel also enjoys a job satisfaction rating of 80% among our agent and supervisors/coach group on employee surveys. The opportunity for advancement within our rapidly growing organization also contributes to our ability to keep agents.

Whether we are selecting a customer service representative, a project manager or member of the senior management team, CorporaTel's approach to human resource management is one of helping people succeed by empowering them with the information authority, skills and knowledge to do their job well.

We are proud of the people we have as part of our team, their performance, and their attitude toward serving our clients. Relationships our people are able to foster with our clients are based upon the integrity and diversity of both our client base and our employees.

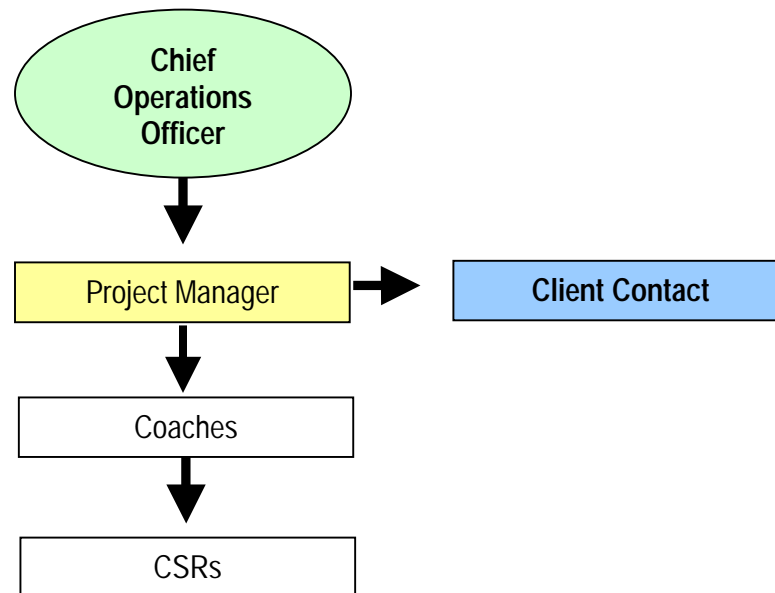
Program Management Process

An important benefit of choosing a CorporaTel solution is the attention and focus that comes with a dedicated Project Team. Led by our Senior Management and directed by a full-time Project Manager, this team operates as an extension of our client. The Project Manager is responsible for the delivery of all key performance measures and plays the role of key operational contact. This individual works not only within CorporaTel to deliver the program objectives but also with key resources within our client's organization.

*"Our approach to Project Management is to assume your culture and align our goals with yours."
Andrew O'Brien, VP Business Development*

Operational Process

The Project Manager directs the efforts of the Supervisors, in the management and development of the Service Representatives. The primary duties of the Supervisors are focused on quality assurance monitoring and Service Rep coaching activities. CorporaTel maintains a ratio of Supervisors to Service Reps of 1:10.



Project Support

The Project Team is supported by several groups of CorporaTel specialists. The technical team provides the planning, design, and implementation of the latest contact centre technologies. These technologies not only optimize the productivity and efficiencies to our clients but also add value through sophisticated data management and reporting. Our technology team also works very closely with external resources, most notably our telecom network partners.

Our Human Resources team provides the professional approach to selection, recruitment and screening that is required to attract and hire the best available customer service representatives. Our contact centres are located in areas that have an available supply of well-educated labour offering the competencies and work ethics our clients require.

An important member of the CorporaTel team is our Resource Manager. This individual is responsible for requirements forecasting contact activity and scheduling resources. Using TCS workforce management tools he first forecasts the expected contact volume, and then translates this into a schedule designed to allocate the resources required to achieve our client's service level targets.

Operational Process

Weekly Operation Meetings

A critical activity for the Project Team is the regularly scheduled operations meeting. This meeting, typically held weekly, but often more frequently during implementation or project ramp-up, is the key forum for the resolution of problems, discussion of ideas or process improvements. Chaired by the Project Manager, with participation of the client, this is a regular review of all appropriate targets and metrics with a focus on variances from target and the resulting action plans. It also provides a disciplined approach to call volume forecasting and future planning activities.

Quarterly Reviews

A formal quarterly review process is suggested to escalate the communication to the senior levels of both CorporaTel and our clients' organizations. Planning issues, performance relative to Standards, and overall program improvements are typically the agenda. It is our preferred way of formally exchanging information at a senior level and helps to deepen the relationship between our organizations.

Daily Reporting

The communication of project results and activities is critical. CorporaTel advocates the development of thorough reporting tools that completely address our client's information needs. The presentation of this information is custom to each application, both in content and timing. It is available in a wide range of formats, including online, web-based systems.

Online Monitoring

An important part of our Quality Assurance programming is agent monitoring and development. We favour extending this program to our clients via remote monitoring technology. This enables our clients to listen to calls remotely from their offices. It is a secure system that allows only authorized listening to specified projects. Our clients find this to be very valuable, not only from a further quality audit but it also allows members of their organization to experience, first-hand the voice of their customers.

Service Guarantees

The relationship between CorporaTel and our clients is governed with a mutually constructed Service Level Agreement. This agreement provides the framework around the expectations set by both parties. It formally documents exactly what targets are to be achieved and the responsibilities of both parties in achieving them. An important component of this agreement is specific performance-based guarantees that CorporaTel will agree to. This gives our clients the security that their project targets will be met and exceeded consistently.

Operational Process

Quality Assurance

A philosophy and comprehensive program of Total Quality Management is core to the culture at CorporaTel. Our Quality Assurance staff is comprised of the Chief Operating Officer, both of the Managers of the Inbound and Outbound divisions, our Director of Human Resources and each on-floor Coach. Weekly meetings are scheduled to discuss the status of each project in the field, any changes, updates, procedures and new programs.



A performance-based management process is in place. At least 40% of the Coaches' time is spent monitoring CSR performance. Individual CSRs are evaluated quarterly and scored based on criteria including quality of call, productivity, and initiative. The compensation package is a reflection of this performance-based system and is reviewed on a quarterly basis.

We will also extend remote monitoring services to be used by clients anytime, from anywhere. The appropriate client representative will be able to monitor their calls from the convenience of their home or office at any time. Security clearance is provided through the use of passwords.

Systematic quality checks are integrated into the day-to-day processes at CorporaTel. For example, reports are never sent to a client without the Quality stamp of approval shown above. The stamp is not given unless the appropriate CorporaTel representative has performed all checks.

Several incentive programs are in place at CorporaTel ranging from commissions, prizes, scholarships, awards, and career opportunities. Opportunities for career advancement both within CorporaTel and The CCL Group of Companies allow for a career path unique in the contact centre industry. Employees attaining tenure with CorporaTel enjoy a compensation package that includes an annual wage review, participation in bonus incentive programs, recognition and reward programs as well as a generous benefit package of health, dental, and eye care.

We also offer QSV (Quality, Service, and Value) awards for recognition of outstanding achievement in these areas. Team members nominate those colleagues who they feel are deserving of this special award. A panel reviews nominations and winners of these awards receive a bronze letter designating their achievement (a bronze Q, S, or V), which is engraved with their name, and is accompanied by a cash reward. This unique and dedicated quality initiative fosters CorporaTel's commitment to quality service for all our clients.

Technology

Outsourcing Architecture Model

The technology component of CorporaTel's outsourcing solution focuses on three specific areas: **1.) Customer Contact Technologies, 2.) Program Reporting Systems and Processes, 3.) Agent Information Systems AIS**). Infrastructure to support these three components is replicated across our two maritime call centre locations, providing reliability, redundancy and capacity as dictated by each individual client application.

Customer Contact Technologies

CorporaTel employs Telco, Central Office based, Centrex ACD solutions that provide unsurpassed reliability for the critical telephone contact channel. By using Centrex technology, we are able to take advantage of the highly secure, infinitely scalable, 24 hour-a-day, 365 days per year service and robust network configuration and maintenance that is inherent in the Public Switched Telephone Network. For example, telephone traffic from the toll-free network that is destined to either of our Halifax or Saint John Centres, is split across toll offices in both cities prior to being routed to the individual call centre where it is answered. This provides an increased level of redundancy and hence protection from single point of failure technology concerns.

In order to ensure appropriate control of the switching technology located at the central office, we have, in both locations, real-time, on-site, access to the ACD configuration. This allows us to actively and constantly fine-tune the way in which calls are processed, resulting in increased service levels to our clients. In addition, our Perimeter Real-Time system provides comprehensive and timely reporting of actual call handling parameters for analysis by both our clients and us.

For processing e-mail contacts, CorporaTel employs the White Pajama suite of applications and tools. This arrangement allows us to offer a solution that encompasses current and emerging contact channels to grow and adapt the service that our clients wish to deliver to their customers. All of the customer contact technology solutions that CorporaTel employs are proven solutions in which we have considerable implementation experience.

CorporaTel is continually working with our technology vendors and suppliers to develop new, cost effective services to deliver to our clients. Examples of this kind of effort are Voice over IP, Live Web Chat, and Self-Help web applications.

Technology

Program Reporting Systems and Processes

CorporaTel can help enhance our client's current customer service operations through our ability to provide timely, concise and accurate reporting on all Key Performance Indicators relevant to programs that we implement on their behalf.

Customized daily, weekly, and monthly reports are the "modus operandi" of our business and allow client's to confidently make informed decisions about the future of their business rather than relying on perceptions and incomplete data. CorporaTel is able to deliver reports physically and electronically in virtually any required data format. In addition, we are currently developing a web-based secure client access into our reporting systems that will allow clients of CorporaTel, to access the data relevant to their programs, whenever they wish and dynamically build ad hoc reports to further enhance their view into the business we are engaged in on their behalf.

Agent Information Systems

CorporaTel's Information Technology infrastructure is the proven, industry standard, arrangement employing Agent Workstations comprised of a standard PC running MS Windows operating system, connected via Switched and Routed Ethernet to MS Windows applications servers and other network based services. All of our physical call centre locations are connected to the Internet and inter-networked to each other via Virtual Private Networking implemented by our firewall equipment, and backup Frame Relay services.

Partial list of our current and past clients

- ❑ NS Tourism
- ❑ BC Tourism
- ❑ Certapay
- ❑ Microsoft
- ❑ Citibank
- ❑ Cygnus Entertainment
- ❑ Corporate Research Associates
- ❑ Unum Provident
- ❑ Dell Canada
- ❑ Aliant
- ❑ Xerox Canada
- ❑ Scotia Bank
- ❑ CIBC
- ❑ Bell Canada
- ❑ Knowledge Networks
- ❑ Shell
- ❑ Beer.com
- ❑ Equifax
- ❑ Microsoft Canada
- ❑ Phillip Environmental

Corporate Information

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Companies

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CORPORATEL

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