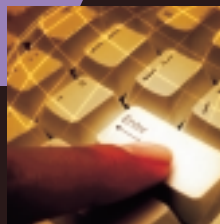




# *CorporateTel*

A Member of The CCL Group

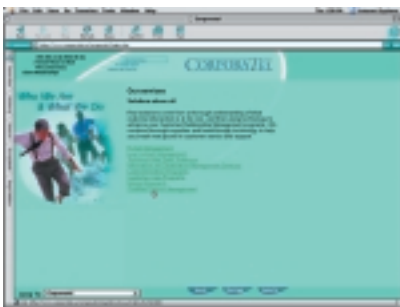


## BEYOND THE CALL

CorporaTel began as one of Canada's leading call centres, serving clients from across the country. Since then, we have evolved into a multi-channel contact centre. Today we provide inbound and outbound services to clients from across North America.

The nature of the industry has changed dramatically over the past few years. Today, companies are devoting significant resources to Customer Relationship Management strategies. These strategies depend on being able to interact with customers through several points of customer contact.

The commercial Internet revolution is upon us, and customers are turning to the web for products, services and information in huge numbers. That's why CorporaTel moved beyond just being a "call centre".



### **A MULTI-CHANNEL CONTACT CENTRE**

CorporaTel has recognized this profound shift in customer behaviour. Today, we offer fully web-enabled customer interaction solutions.

We can provide integrated customer contact over the telephone, web self-service, e-mail and chat.

One of the vital components of this new customer interaction is still the human factor. CorporaTel agents have earned an enviable reputation for being professional, knowledgeable, well-educated and friendly.

So when your customers are using web self-service or making e-mail inquiries, they can rely on our agents' experience and expertise to assist them at any moment.

### **CUSTOMIZED SOLUTIONS**

Our customer interaction services are both scalable and flexible, allowing us to create solutions that meet the specific needs of your business. You get a turnkey solution designed to support your e-commerce or eCRM programs and to reduce the overall cost of delivery.

### **A TRUE PARTNERSHIP**

Our philosophy has always been to form true partnerships with our clients. After all, to your customers, we are you when they make contact.

We take that responsibility seriously. The better we understand you and your customers, the better we'll be at representing you. And the better we are at representing you, the more confidence you'll have in us. And so on. This leads to long lasting relationships built on mutual trust and respect.

## SERVICES AND SOLUTIONS

### REAL SOLUTIONS

Right now, we have the technology to integrate customer interaction through telephone and web-enabled channels. But technology is only part of the story.

Real solutions come from a thorough understanding of what customer service interaction is, and then using the technology to customize your CRM programs.

### BRING YOUR CUSTOMERS CLOSER TO YOU

When you choose CorporaTel, you have access to years of experience in customer contact. We can help bring you closer to your customers and your customers closer to you.

We know how to learn more about your customers through knowledge-driven customer intelligence. For example, let's imagine one of your customers is browsing your web site.

During a self-service session your customer clicks through several queries and then decides to talk to a live agent. Using integrated contact tools on a knowledge base platform, our agents can interface with this customer any way the customer chooses. Every screen the customer has clicked through during the session has been tracked and stored. At this point the agent can take up the customer contact without missing a beat.

We know how to represent your company to your customers seamlessly. And we know how to create interaction solutions that focus on your customers and provide them with a personalized on-line experience.

Our comprehensive solutions save you time, effort and money, and allow you to focus on your core business. And isn't that really what you want from an out-sourced customer contact centre?

### TACTICAL SERVICES

We work with you to customize solutions from a rich palette of inbound and outbound services:

- Integrated Web-based Customer support systems
- E-mail Management
- Technical Help Desk Solutions
- Information and Destination Management Services
- Lead Generation
- Customer Care Programs
- Market Research
- Direct Response and Fulfillment

Whatever your needs, we will create the solution that will grow with your business. And we can react quickly and easily to any changes you make in the scope of your contact requirements. We go beyond the call.



## TECHNOLOGY

### SMART TECHNOLOGY. SMART PEOPLE.

Technology gives us the means to integrate customer interaction across many channels. The Internet is booming and web-enabled solutions are bringing companies and their customers together like never before.

By combining voice, e-mail response, web self-service, and real-time chat, our agents can give your customers the information they're looking for at precisely the right level of involvement.

For example, when an e-mail inquiry is received, the auto-response functionality of our software can recognize that an existing "form" answer exists and will automatically send it to the customer.

If not, then an agent can draft an appropriate reply and transmit it to the customer. If an even more detailed response is required an agent can enter into a live, on-line chat with the customer or even take the customer's phone call.

By using these web-based software solutions, inquiries are addressed at the appropriate level so valuable agent time is not taken for "routine" inquiries. The time saved can be translated into lower costs and more time spent with customers who require it, which in turn leads to a better customer relationship and greater loyalty.

### STRATEGIC SOLUTIONS

Putting together the right tools for your unique needs is an essential facet of the service we provide. We have the internal resources to grow with your business. Here, too, we have the technology to meet your specific needs.

- eCRM Software
- Integrated CRM Tools
- Preview and Predictive Dialing
- SQL Database Capability
- Centrex-based Phone System
- Scalable Technology Solutions
- High-speed Internet Access
- Robust Telecommunications Products and Services

In this era of eCRM, it's time to go beyond the traditional into the possible.



## PEOPLE

### TAKING THE CALL

Even with all the technology and all the services we can provide, human contact remains a vital part of our Customer Interaction Centre. Whether on the phone or on-line, the people handling inquiries must be knowledgeable, pleasant, and, above all, professional.

### FROM THE FRONT LINES ...

CorporaTel recruits and trains only highly educated, motivated people. Our recruitment process is one of the most rigorous in the business and our ongoing Quality Assurance program helps us to guarantee consistent service from all our representatives. Only the very best people will be in contact with your customers.

Our workforce is multi-lingual so regardless of where your customers live, we will probably be able to find a common language for dialogue.

### ... TO THE EXECUTIVE OFFICES

CorporaTel's Leadership Team is among the most experienced in the North America. They are, and have been, immersed in call centres, customer relationship programs and market research for their entire careers.

They have unique insights into what makes effective CRM solutions and have the expertise to put them into practice. And they are ready to customize a solution for you.

All our people routinely go above and beyond the call.



*CorporaTel*

High tech. High touch.

# CORPORATEL

A MEMBER OF THE CCL GROUP

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