

## Creating High-Value Business Results Through Superior Virtual Solutions

To thrive in today's tough economic times, top-performing companies are searching for new ways to conquer the age-old dilemma of the contact center industry – best guest experience at the most attractive cost. Arise's at-home virtual services answers the call.

Our mission is to drive the highest-quality results within your cost expectations as compared with any other alternative, including your internal customer care agents. We call it Undisputed Top Performance<sup>SM</sup>, and it's the delivery methodology on which we've built every process, system and measurement tool for our virtual services business.

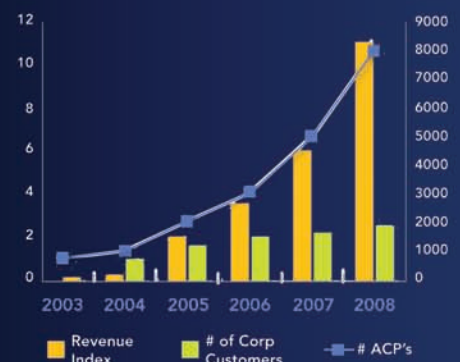
For Arise, it's not enough to simply meet your customer service objectives. We expect you to hold us to a higher standard, and we strive for continuous improvement across all performance metrics with our talent and technology. Guided by these principles, we create a delta between our virtual agents and the next best alternative – with a solution nimble enough to evolve to meet the changing demands of your company and your customers.

We are so certain that our model can uniquely deliver on this promise, we contractually commit to the results.

### Examples of results achieved for clients:

- » 48% reduction in service costs AND 400 basis point increase in customer satisfaction for one of America's largest retail chains
- » 80% of performance metrics exceeded and 20% met for the world's most recognized resort destination, outperforming internal call center
- » #1 performance in customer satisfaction and at a rate never before achieved in a major utility's internal call centers
- » 250 basis points conversion above internal sales team, generating millions more in bookings for a leading vacation industry firm
- » #1 performance across all four major metrics for six concurrent months, as measured against a leading retail client's own at-home program.

### Arise Growth Year Over Year



## How does Arise create best-guest experience?

### Our Business Model

- » **Results-Promised Contracts with Clients.** We contractually commit to the results that are most important to each client.
  - » **Unlimited Access to Talent.** Arise taps into a latent talent pool unbound by the radius of a brick-and-mortar center to customize and deliver high-quality customer contact services through a network of entrepreneurial, incorporated home-based Arise Certified Professionals (ACPs).
  - » **Results-Based Service Fees for Certified Professionals.** Our business model's results-based service fees reward top performers.
  - » **Undisputed Top Performance<sup>SM</sup> Service Delivery Methodology:**
    - **Strict Screening and Perfect Match.** Less than 4 percent of the 114,000 applicants in 2008 became Arise Certified Professionals. Advanced psychometric testing and matching processes identified candidates who when certified on client applications had a less than 8 percent attrition in hours serviced.
    - **Invested Service Force.** Arise Certified Professionals choose the clients they serve based on brand affinity, schedule availability, compensation and seasonality. They invest in their home offices, incorporation and certification costs to be eligible to serve their selected clients.
- Optimized Results.** Incentive compensation structures and first access to weekly schedules reward top performers and ensure the best match of talent to customer needs in each interval.

### Why is Arise considered best cost?

- » **Elimination of Recruiting and Training Costs.** We've saved our clients millions of dollars in up-front recruiting and training delivery expenses, because Arise and the at-home Arise Certified Professionals absorb the training delivery costs, eliminating your cost of salaries for trainers and agent wages for certification.
- » **No Time-Shift Costs.** Arise eliminates the enormous expenses tied to the practice of shift-scheduling. In our model, a client pays only for the minutes serviced, regardless of how many agents are scheduled — no missed sales and service opportunities, no over-staffed idle time.
- » **Base Payment Only for Productive Talk Time.** Our business model's base service fees compensate agents only for productive minutes spent serving customers. Clients do not pay for any unproductive time, such as breaks, lunches, vacations and call-wait times.

For more information on Arise, please go to [www.arise.com](http://www.arise.com).

### To learn how more about Arise we can assist you, please contact:

#### AMERICAS

**Matthew B. Coughlin**  
General Manager, Business Development  
+1 954 392 2618  
[mcoughlin@arise.com](mailto:mcoughlin@arise.com)

**Industries:** Consumer Packaged Goods, Government, High Tech, Retail, Travel & Hospitality

#### EMEA

**Jeff Swanson**  
General Manager, Business Development, Arise EMEA  
+44 (0) 777 184 6000  
[jswanson@arise.com](mailto:jswanson@arise.com)

**Dan Kusel**  
General Manager, Business Development  
+1 954 392 2667  
[dkusel@arise.com](mailto:dkusel@arise.com)

**Industries:** Automotive/Roadside Assistance, Energy, Financial Services, Health, Insurance, Telecommunications, Venture-Backed

### In Their Own Words



*What Arise brings is a fresh pair of eyes; it brings a fresh talent base to the business*

*that we've not been able to tap into previously.*

Nicola Collister, Group Customer Experience Director, Shop Direct Group



*Arise has been able to consistently meet our service level expectations —*

*not only on a month-to-month or week-to-week basis but on a day-to-day, half-hour-to-half hour basis.*

Dave Brady, Vice President Customer Service, Time Customer Service

*At-home is all we do and the independent-business-owner model has been our only talent model for nearly ten years. These differentiators fuel our reputation for superior results through our UTP<sup>SM</sup> methodology, giving premium brand clients a significant edge in growing and retaining their critical customer relationships.*

Angela Selden, Chief Executive Officer, Arise Virtual Solutions Inc.

