

Cyber City has significant advantages over other offshore call centres in terms of our management, our focus, our expertise, our infrastructure and our location. Most centres do not have the scale that we have to be able to deal effectively with the call fluctuations involved in tv shopping, catalogue shopping and DRTV

Cyber City Teleservices

A Company Overview

This document highlights those differences and shares real life case studies from our many satisfied clients. Cyber City is the only highly scaleable offshore call centre bureau servicing the UK marketplace

Our Unique DRTV Bureau Offering

- THE BUREAU (it's a shared resource) – Cyber City are the leading operator of a bureau environment or shared resource for call centre agents. Our agents handle millions of calls every year for nearly 100 different clients across a broad spectrum of industry sectors predominantly in the tv and home shopping areas. As the largest offshore bureau, our clients don't have to pay for agents to be sat round waiting for calls but when call volumes spike.
- Our abandon rates are under 2% - which is unheard of in the bureau sector where call volumes can spike dramatically
- Some clients use us for overflow ensuring that their in-house call centre is very efficient and they also meet their service levels.
- We can also help in disaster recovery if one of your other facilities goes down.
- We can help companies who need to do product recalls at very fast notice periods.
- Charities can use our services in case of emergency appeals.
- We are the offshore leader in the DRTV marketplace and because we're big in this field, we can handle call volumes regardless of how much they fluctuate
- We handle 40 different catalogues and assist many of them to handle seasonal peaks.
- We can set up campaigns quickly and professionally with our
- We are the first Philippines call centre to have ISO 17799 (*Data Security/Information Management*) certification and compliance.
- In 2005 CCT became the first Philippines operation to obtain ISO 27001 certification; the European data security standard.
- In 2007, we also secured our VISA PCI (Personal Cardholder Information) certification.
- All in all, if you want a bureau service which is cost effective, flexible, highly resourceful and secure, then look no further.

The CCT Philippines Advantage

A Unique Offshore Business Model

Most Philippines centres

- Operate from metropolitan Manila (*over 90% of Philippines contact centres*)
- Limited number of reference clients
- Staff minimal (1-2, if any) US/British expatriates to manage accounts on-site
- Yield telecom services (to support clients) via public carriers (shared networks)
- Serve a broad cross-section of verticals (i.e. catch-all support)
- Maintain only a sales presence in the UK with minimal account management support for offshore services (in the UK)
- View recruitment and training as a customer-driven activity
- Company owners have no input into the success of the service you receive.

Cyber City Teleservices

- Operates from the **most secure business zone in the Philippines**. (*Former Clark US Airbase – Pampanga, Philippines*)
- Large Number of reference clients
- Staffs a team of US and British expatriates to manage our operations, training and accounts on-site
- Manage telecom services through CCT's private FCC 214 company *Leading Edge Broadband Services*. (private network for primary services)
- Since 2000, CCT has maintained a strong service focus on the retail, direct marketing, consumer and business services verticals
- Supports its clients **offshore and domestically** with executive and account management resources in The UK, California and New Jersey
- Considers its recruitment and training process as a core value proposition
- Privately owned company where the business owners have direct input into the quality of the operations

Our Strong Management Team

- Based on-site offshore and, domestically for ongoing client support.
- Fully-staffed overlay support organization in the USA (*Hackensack, NJ & Carlsbad, CA*) for implementation, scripting, training, technology and account support with a smaller remote team in The UK
- Our expatriate call centre and operations leadership in the Philippines “each” have in excess of 10 years of experience in managing call centre operations in the US and/or UK.

Our Partnership Approach

- Full-Disclosure Reporting and Management.
 - ✓ *Online real-time reporting*
 - ✓ *Daily/Weekly/Monthly/Quarterly Account Review Sessions*
- Service Level Agreements.
- Not averse to the establishment of performance incentives and penalties.
- Customised reporting to address the specific needs of our clients.
- Open-door policy for clients to our centres.
- All clients can engage in remote monitoring with any of their programs.
- Frequent calibration sessions/meetings.

Customer Testimonials

“One of our best performing offshore sales centres. Great management, great people, great partner.”

Sr. Global Sales Manger
Dell, Inc.

Client since 2004, *Over 200 agents supporting multiple programs for Dell products*

“A very impressive organization with a focused discipline on SLA execution and account management. Excellent training process, good follow-up and a real pleasure to work with. We are not the easiest of companies to support yet, CCT has made it work well. We are quite pleased with the decision we made to partner with CCT”

Sr. Director, eCommerce
MTV Networks

Client since 2005, *Over 80 agents supporting MTV, VH1, CMT, BET and Comedy Central*

“The quality of support we receive is excellent. In addition, the skillset and accent neutral voice quality of the agents has proven to be an asset to our service delivery through CCT”

Director, Call centre Support
Ironwood Communications

Client since 2005, *over 200,000 inbound calls handled monthly*

Customer Testimonials

“We went to CCT because of the cost competitiveness of the Philippines and the language skills. We have stayed for over 3 years because of the QUALITY. I would put CCT up against any vendor world-wide. We have built our competitive advantage around their organization.”

Vice President

Vital Basics, Inc.

Client since 2002, over 100,000 calls handled monthly

“CCT has an excellent program from start to finish in the recruitment, training, placement and ongoing training for their agents. From the school to the bakery, all is quite impressive, and it shows on the performance of the agents”

VP, International Call centre Services

Vartec Telecommunications

Client since 2002, over 150 agents support this client

“A week ago, we went live with CCT. I had a client in the start-up process and I was impressed with how CCT was handling it. The forecast I had provided indicated a ramp-up from 13 calls the first day to about 100 on Saturday to 400 on Monday and Tuesday. Instead, my client received 65 calls the first day, was up to over 800 on Saturday, 900 Sunday and almost 1,400 Monday. The result? CCT had 4.3% abandons for the five "live" days last week, and for the first two this week (on 2,700 total calls), they are running a 1.4% abandon and a 90% service level. With call volume about three times the forecast.

I think this organization is great! And I know they could do a great job for other direct marketing clients particularly those with big fall ramp-ups. Why not give them a try? They will impress you as much as they are impressing my clients and I”

Managing Director

Network Direct, Inc.

Client since 2006, currently supporting multiple direct marketing programs for NDI clients

(Submitted one week after initial account launch)

Kärcher

Inbound Call Handling

- Launched August 2003.
- CCT provides inbound technical and customer support for Kärcher's entire suite of products sold throughout North America (US & Canadian customers) in a variety of retail outlets namely; Costco, Lowes, Wal-Mart, TrueValue, Sears and several other leading retailers.
- CCT's technical support for this client comprises assisting Kärcher's clients in operational instruction and troubleshooting for all Kärcher products.
 - CCT maintains a lab of current Kärcher products onsite for our agents to interface with during these calls.
- During Kärcher's peak period (May-August), CCT handles in excess of 80,000 technical support calls per month. This is coupled with a notable number of general customer service inquiries as well.
- Kärcher also takes advantage of CCT's back office services whereby we handle the processing of their product registration cards which are mailed in from customers who recently acquired their product.
 - We do this via our high-speed scanning operation in the US and send images to our Philippines centre where agents fulfill the cards by data entry into the client's customer information system.
- In August 2006 we celebrated our 3 year anniversary with this client and in October of 2006, Kärcher provided CCT with a letter of recommendation (see actual letter in this slide) in response to their satisfaction.



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Confidential Fax: 678-935-4550

October 10, 2006

RE: Cyber City Teleservices

Dear Sir/Madam:

I am pleased to write this letter of recommendation in connection with the services provided by Cyber City Teleservices (CCT).

Kärcher Inc. is a world wide manufacturer of cleaning products. Approximately 3 years ago Kärcher USA decided to outsource part of their call center program. Since cleaning products tend to be technically involved, we were very careful in choosing who would handle part of our customer service program. After researching many different outsourced call centers throughout the world, CCT was above and beyond the best fit for Kärcher USA. We are very pleased with the level of service and attention CCT offers our company.

CCT plays a vital role in our 1st and 2nd level customer support. Their dedication is incomparable and their willingness to do whatever it takes shows with every customer they handle. The passion and desire shown by the entire staff to make sure things get done properly have been more than an exemplary. CCT takes the time and efforts to fully understand the products, process and procedures to ensure everything is running smoothly. Most importantly CCT has an excellent program for training their agents. They are always conducting ongoing training seminars to continually improve their performance. Through the years CCT has become a strategic business partner.

I truly recommend CCT to be considered as an addition to your customer service program. They undoubtedly have the functions and capabilities to add value to your program. Please feel free to give me a call at 678-935-4579 if you have any questions. Due to travels, if I am out of the office please leave a message and I will return your call.

Kind regards,

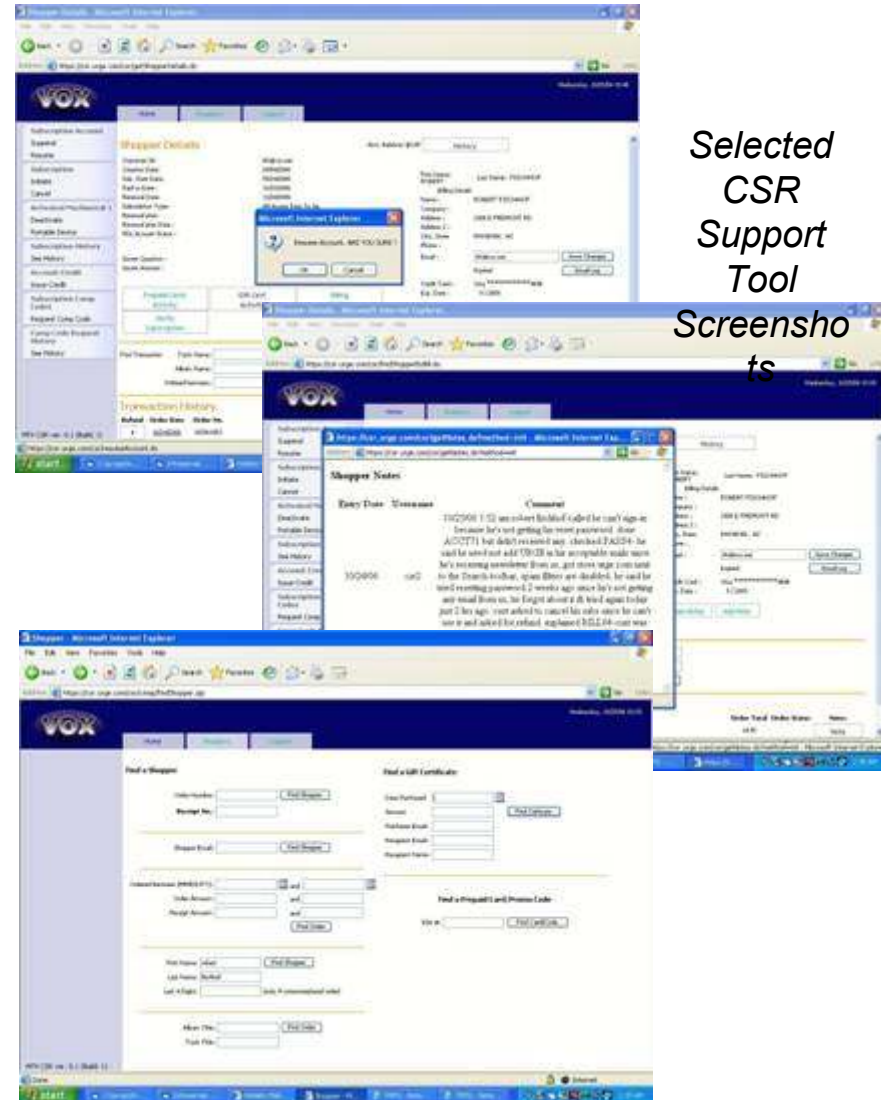
Chris Crumlich
Manager of Customer Development
Alfred Kärcher Inc.

MTV Networks (A Viacom Company)



Inbound Customer Service & Direct Response Support

- Launched October 2005.
- Currently 42 tech support agents are dedicated on the account. Also, a shared group of 170 agents support MTV's direct response sales from MTV channels (MTV, BET, VH1, Comedy Central & CMT)
- CCT's technical support for this client comprises assisting MTV's online digital music subscription platform called URGE.
- Core tech support types handled are:
 - Assisting customers in configuring PC's to download/play music from site.
 - Walking customers through the process of downloading, storing and transferring music to a variety of MP3 devices. (*CCT maintains an onsite lab of various MP3 devices supplied by the client for this purpose*).
 - New account setups, upgrades and general account management/maintenance.
 - Password resets
 - Troubleshooting error messages



Selected
CSR
Support
Tool
Screenshots

Ironwood Communications

Inbound Call Handling

- Launched June 2005.
- Currently over 200 dedicated customer support agents on the account. *Over 250,000 inbound calls handled monthly.*
- Ironwood is the nation's largest HSP (home service provider) installer of DIRECTV systems. *DIRECTV outsources all installs to 3rd party vendors.*
- CCT supports IW's team of over 3,000 field installers nationwide with the provisioning of installs and customer support.
- Core support calls handled are:
 - Closing open work orders from field technicians.
 - Provisioning new accounts with DIRECTV.
 - Communicating daily via outbound calls to the regional offices to remedy open orders or install issues.
 - Re-routing, scheduling and confirming field technicians' appointments for the day.



A Top 5 US Bank

(confidentially precludes us from disclosing name openly)
Inbound Customer Service & Sales Support

- Launched October 2005.
- Over 400 dedicated staff on this account inclusive of agents, Q&A staff and account management team.
- For this San Francisco based Bank, CCT provides inbound support for a variety of Bank product lines, conventional & affinity cards and credit products.
- Due to the high volume of call traffic produced by the Bank, CCT is one of multiple outsourced vendors supporting various programs.
 - During 2006, CCT outperformed its US and Offshore competitors in numerous categories which are tracked and reported by the Bank's vendor management team.
- CCT's customer support includes:
 - Fielding inbound caller ID calls for DNC removal or, product requests.
 - *All Bank calls made to customers are placed with a return phone number on the caller ID. This Bank number routes all calls back to CCT's centre for handling.*
 - Fielding inbound calls for credit applications and processing required personal information for credit fulfillment.
 - Handling new card activation calls for new customers.
 - Assisting customers in selecting various credit products (ie. card accounts, credit protection) and reviewing terms, conditions and benefits with each customer.



Our Philippines Locations

Pampanga, Manila & Davao



- Our two facilities are located on the former US Clark Air Force base in **Pampanga** and in the city of **Davao**, the nation's second largest city.
- CCT is recognized as one of the largest outsourcers in the country. Our Clark campus, consists of 3 unique call centre locations comprising multiple buildings for redundancy.
- Our locations are over 600 miles apart providing a unique redundant in-country call centre infrastructure.

The CCT Agent

At a glance



- ***College Educated***
- ***Gracious*** and ***Courteous***, yet a **Persuasive salesperson** and **Patient** support representative
- ***Young*** and ***Energetic*** with a passion for helping customers achieve their objective
- ***Fluent in English*** as it is their primary language at home and on the job.
- **International** trends, music, fashion and TV represent their interests

Finding & Keeping the BEST

Agent Recruitment & Hiring

- Recruiting through our long standing relationships within government and educational institutions throughout the Philippines.
- Strict hiring process - yields a 5% acceptance rate of candidates.
- Pre-employment Requirements - Police Clearance - NBI clearance - College transcripts
- Screening Tests - Communication - Technical Skills - Voice/Phone screening - Personality
- Monthly Fun Tasks, Regular Team Buildings and Social Responsibility
- centres designed for comfort and enjoyment
- Extra benefits such as daily meals, employee and family only store, CO-OP, Transportation provided
- Location in Provinces rather than Manila
- Offers employment opportunities for talented people who do not want to live in fast paced, crowded Manila.
- Current Industry Attrition rate in Manila is nearing 20% monthly - CCT still enjoys a < 4% monthly attrition rate due to our unique locations.
- Location decreases competition for our talent.
- Campus like environment promotes family and team environments.

Our Training Approach

Our Unique Training Process

- CCT established and still operates the only accredited call centre school managed by a Philippines outsourcer, Cyber City International School (CCIS) www.ccisedu.com.
- All agents undergo a rigorous 4-week call centre certification process **prior** to any client specific training (core curriculum highlighted below).
- Top graduates of are offered positions with CCT and provided tuition assistance after 12 months of employment with CCT which, enables a highly effective retention initiative.

Highlights of the CCIS Curriculum

Week 1 <i>Basic Phone Etiquette & Call Flow Management</i>	Week 2 <i>Agent Interpretation, Reasoning & Decision-making</i>	Week 3 <i>Cultural awareness, call simulations and desktop technology training</i>	Week 4 <i>Final testing, double-jacking and call wrap-up training Graduation!</i>
<ol style="list-style-type: none"> 1. Communication and Presentation Skills 2. Telephone Personality 3. Service-Oriented Attitude Training 4. Listening Skills 5. Keyboarding and Technical Skills 6. Speech Cosmetics and Voice Projection 	<ol style="list-style-type: none"> 1. Leadership and Teambuilding Skills 2. Personal Effectiveness 3. Selling Attitude and Skills 4. Problem Solving Skills and Problem Identification 5. Questioning Techniques 6. Understanding US Culture and Customers 7. Simulations/ Role Playing 	<ol style="list-style-type: none"> 1. Listening to live calls 2. Video and Audio Tapes 3. American Accent Training 4. System Applications 5. Call centre Learning laboratory 6. Basic product knowledge 7. American TV 	<ol style="list-style-type: none"> 1. Recordings 2. Journal Writing 3. Business/ Service/ Product Knowledge 4. Actual handling of calls 5. Final evaluation and assessment tests and interviews

Managing Performance

Quality Assurance at CCT

- ➔ Daily Scorecards
- ➔ Dedicated Quality Team
- ➔ Accountability at all levels for Service Level Adherence
- ➔ Low agent to Supvr/SAC ratios 1:10
- ➔ Ongoing Call Monitoring & Recordings for quality scoring and agent development
- ➔ Quality calibration sessions with our clients

“...We went to CCT because of the cost competitiveness of the Philippines and the language skills. We have stayed for over 2 years because of the QUALITY. I would put CCT up against any vendor world-wide. We have built our competitive advantage around their organization...”

*Vital Basics, Inc.
Creator of Focus Factor*

Daily Call Center Scorecard										
1-Dec-03		Client: Sample Customer								
Metrics	Level One			Level Two			Level Three			
	Actual	Target	Variance	Actual	Target	Variance	Actual	Target	Variance	
Service Level	79	80	-1.3%	92	90	2.2%	84	80	4.8%	
ASA	9	10	-11.1%	3	5	-66.7%	7	10	-42.9%	
ATT	51	60	-17.6%	14	20	-42.9%	55	60	-9.1%	
ACW	8	5	37.5%	2	2	0.0%	6	5	16.7%	
AHT	59	65	-10.2%	16	25	-56.3%	61	65	-6.6%	
Abandon Rate	2.2	2	9.1%	1.9	2	-5.3%	1.6	2	-25.0%	
Occupancy	68	80	-17.6%	84	80	4.8%	74	80	-8.1%	
Labor Efficiency	93	90	3.2%	88	90	-2.3%	92	90	2.2%	
Cost Per Call		0.65	-100.0%		0.65	-100.0%		0.65	-100.0%	

Call Breakdown	Total	%	Total	%	Total	%
Calls Offered	400		950		350	
Calls Dropped						
Calls Assigned						
Calls Answered						
Calls Abandoned						

Weekly Individual Scorecard										
1-Dec-03		Name: Agent Name Team: Operator								
		ATT	ACW	AHT	Cost Per Call	Calls Handled	Log Time (min)	Calls Handled Per Hour	Occupancy	Quality Assurance Average
TARGETS		20	2	22	\$ 8.00	2400	100	80%	95%	
Week #	Week ending									
Week 1	7-Dec-03	22	4	26	7.67	100	2300	2.6	78%	0.9
Variance		10%	100%	18%	-4%		-4%	-97%	-3%	-5%
Week 2	14-Dec-03	33	2	35	4.22	202	2555	4.7	75%	0.8
Variance		65%	0%	59%	-47%		6%	-95%	-6%	-16%
Week 3	21-Dec-03	45	5	50	7.06	90	1905	2.8	81%	
Variance		125%	25%	92%	-8%		-17%	8%	4%	-100%
Week 4	28-Dec-03	19	3	22	5.36	125	2010	3.7	85%	
Variance		-5%	50%	0%	-33%		-16%	-96%	6%	-100%
Month to Date	Total					517	8770			
Average		29.8	3.5	33.3	6.08	129	2,193	3.5	80%	43%
Variance		49%	75%	51%	-24%		-8%	-70%	0%	-55%

Our Unique Infrastructure

Leading Edge Broadband Services

An Affiliate of CCT

- A FCC licensed 214 facilities-based telecommunications provider specializing in design and implementation of communications solutions
- Owns and manages an international telecommunications network, providing services to call centres, commercial businesses, telecom resellers, and the general public
- Management team has over 60 years telecommunications experience, enabling Leading Edge to leverage and maintain relationships with customers and suppliers

Our Network Redundancy

- Fully redundant telecom and network infrastructure
 - ✓ *Primary telecom provided by CCT's owned telecom company, Leading Edge Broadband Services (LEBBSI); a FCC 214 licensed carrier.*
 - ✓ *Multiple telecom International Private Lines (IPL) traversing to offshore locations through multiple routes from multiple carriers.*
- Multiple call centre buildings on our main campus in the Philippines.
- Each building has fully redundant telecommunication, data resources and UPS power backup.
- Each campus has sufficient fuel reserves to self-manufacture electricity for 30 days.
- State of the art technologies; Compression, Switching, CRM and Network Management – all with redundant architecture and components.
- Responsive Technical staff in place and trained to provide results 7x24x365

Our Flexible Technology Platforms

- We deploy cutting edge technology in our contact centres including:
 - Switching – Avaya G3R9
 - Compression – Lucent PSAX
 - IP Communications
 - Simulation - Proprietary Training Software
 - Call Management - Lucent CentreVu CMS
 - CTI – Computer Telephony Integration – screen pop correct screen to agents
 - Call Recording/Monitoring – NICE Log & VoiceLog Recording Systems
 - 0800# Providers – can provision within 24 Available connectivity to all telecommunications providers (Vartec/Qwest/AT&T/MCI/Sprint/Global Crossings plus any others)
 - Credit Card Connectivity – Paymentech, Card Systems, DPI etc
 - Media Allocation – Proprietary Software
 - Internally development Interactive Scripting System (ISS), call recording and workforce management platforms.

Thank You for Considering

Cyber City Teleservices

Superior Service is our ONLY Product

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www.cctl.co.uk