

our COMPANY

Cyber City Teleservices (CCT) was among the first offshore call centre in The Philippines servicing the English-speaking world winning countless awards for providing a superior service. We have built a number of service offerings based around the needs of our clients; we have superior agents, training, technologies and management. With our clients raving about the service we offer in 2007, CCT was purchased by a major British bank giving us even more stability and the capabilities to further enhance our service offerings.



Unlike other vendors, CCT provides its outsourced contact centre services from multiple locations in the Philippines. Our centres are located in **Pampanga**, approximately 45 miles North of metropolitan Manila, **Davao** (*the Philippines' 2nd largest metropolitan area*) and **Manila**. Throughout our facilities, we currently employ over 3,500 call centre agents. Our largest base is in the former US Air Force base in Clark where we believe we have among the lowest attrition rates of any call centre in The Philippines.

our MANAGEMENT

CCT's management team is comprised of seasoned executives with leadership, operations and IT management experience with leading companies. Moreover, numerous members of CCT's offshore-based management team have been relocated from The United States to provide day-to-day on-site leadership which leverages globally accepted call centre practices. To ensure effective communication and management of our client's operations, CCT employs an overlay support structure whereby, in addition to the core team of account and operational support in the Philippines, we supplement these teams with support organizations in The US & UK which provide our clients a domestic interface for support.

our SERVICES

CCT provides a range of complementary contact centre services to address key elements of our clients customer care needs. Our core services offerings include:

- Bureau** – We have the largest offshore “bureau” service offering clients the option to have “per-minute” or “per-call” billing options and because we have such a large bureau, we can deal with huge spikes in call volumes whether they be seasonal, due to advertising medium or to make dedicated options more efficient
- Customer Care** – Inbound Customer Service and Support Services.
- Sales Support** – Inbound & Outbound Sales and Sales Support Services.
- Lead Generation** – Inbound and Outbound data capture and lead generation services.
- Back Office & Data Entry** – Data conversion/entry, transcription and mail order processing services.
- Survey & Data Collection** – Inbound and Outbound data retrieval services.
- eSupport** – customer email, chat and web support.

our AGENTS

100% of CCT's agents are college educated and receive relevant training to service our clients' accounts. Each of our agents undergoes a rigorous 4 week agent certification training **prior** to engaging in any client-specific training. our agents speak *English* which is an articulate dialect versus other dialects that are spoken in other offshore markets which tend to produce a notable accent. This distinction in spoken English is critically important when delivering contact centre services to North America and Europe as consumers must clearly understand the spoken English with limited detection of an accent.



our INFRASTRUCTURE

Since labour is significantly less expensive in the Philippines and because telecommunications and connectivity equipment is our lifeline, CCT has invested very heavily in State-of-the-Art technology in each of these areas. In affiliation with our proprietary telephone company, Leading Edge Broadband Services (LEBBSI), based in California, we maintain dedicated (International Private Line) IPL's to The Philippines. This equipment can handle up to 25,000 simultaneous calls. Additionally, we serve several clients through secure IP connections to integrate directly into their in-house systems. We offer each of our customers the ability to remotely monitor their own activity and will comply with any reasonable customized reporting requirement.

To provide an added layer of redundancy, we have back-up AVAYA equipment and utilize multiple IPLs which are configured such as to provide the greatest level of telecommunications redundancy through various international routes. Lastly, we have an established business resumption plan which incorporates the use of individual UPS (Uninterruptible Power System) systems, scheduled data back-ups and the operation of our 24/7/365 staffed Network Operations Centre.

our CLIENTS

CCT's success is largely due to our clients' satisfaction and advocacy of our world class services. Since launching our first program in 2000, CCT has established an excellent reputation and, has built an impressive client list through the delivery of our world-class offshore services.

our WORKSHOP

Many people in The UK have heard of the quality of service now being delivered out of The Philippines by CCT and its competitors but would like to know how to exploit these opportunities. We have developed a workshop which assesses whether The Philippines is suitable for your needs and how to initiate the process. To take advantage of this free workshop, contact us on 01608 679092.

THE CCT ADVANTAGE

- ☑ **AN EXPERIENCED MANAGEMENT TEAM (DOMESTICALLY & OFFSHORE)**
- ☑ **SIGNIFICANT OPERATIONAL COST REDUCTIONS**
- ☑ **HIGHLY EDUCATED AND TRAINED AGENTS**
- ☑ **DEMONSTRATED OFFSHORE EXPERIENCE**
- ☑ **TECHNOLOGICAL EXCELLENCE**
- ☑ **STATE-OF-THE-ART FACILITIES**
- ☑ **AWARD WINNING SERVICES**

For more information, contact Rob O'Malley on +44 1608 679092 or +44 77400 96598