



Philippines Delivery Center:  
Ortigas Center, Pasig City 1605

US Mailing Address:  
6008 Watch Harbour Road, Midlothian, VA 23112.

## Current Memberships:



## Certifications:

**PCI-DSS, HIPAA Compliant**

## Business Solutions

Outsourcing non-core business processes has the potential to enable organizations to reduce operating costs, optimize resources, focus on business objectives and improve customer loyalty. The challenge is to find the right partner who can - and will - deliver quality, reliable services you require to build relationships.

ATLAS/NS is a single source provider for outsourced contact center services. We provide the highest level of phone, email and web-based support. Our approach is highly personalized, providing quality support tailored to the specific needs of the client and their customers. We enable our clients to focus on their critical missions while providing a wide spectrum of support, services and solutions.

## Inbound Services

**Customer Care:** Build and enhance customer loyalty and satisfaction from professional, responsive and personable assistance by our customer care representatives.

**Sales:** Increase revenues by driving inquiries from print, direct mail, radio, television or online advertising to our inbound sales representatives extensively trained to cross-sell and up-sell. A stronger relationship is established with existing customers through product updates.

**Customer Retention:** Retain market share by allowing us to take cancellation calls from your existing customers.

(Winback/Retention program - we will review and analyze your customers' behavior and provide programs that will make them stay with you and never think of leaving again. (most promos are geared in getting new clients. One major pitfall companies commit is not having a program that will keep existing clients loyal) - refer a friend program, special discounts, circle or clubs for existing customers.)

**Surveys:** We will provide you with professional and honest surveys that will consistently deliver fair and un-biased results. Additionally, we will provide you with reports and analytics - the best time to call leads, decision maker's office staff structure (screeners, office assistants, and secretaries), and effective ways to reach the market.

**Technical Support:** We provide helpdesk services and after sales support for your technology products such as mobile phones, computers, televisions, or other electronic or mechanical goods. Beyond technical support, we will provide you with insights on the industry.

## **Outbound Services**

**Sales:** Lower your acquisition cost and increase revenue by supplementing field sales and online marketing with ATLAS/NS' telesales force.

**Direct Sales:** We will call your business or consumer prospects and sell them your product or service.

**Winback:** Sales recovery. We will save those customers you can't afford to lose.

In addition to generating sales for you, we will gather and provide you with timely and invaluable feedback direct from your target market that you may consider when evaluating and designing your product and marketing strategies. You will have access to data about competitor's offers, customer needs, customer purchases and customer complaints.

**Market Research - Data Collection:** We have the capability and systems necessary to run your telephone research requirements. We will provide you with professional and honest surveys that will consistently deliver fair and un-biased results. Our predictive dialer interacts with web hosted Computer Assisted Telephone Interview (CATI) systems providing efficient data collection that may be customized to suit your needs.

**Publications Surveys:** We provide periodicals class qualification and re-qualification using long form and short form surveys that are BPA compliant. Reports are customized according to your standards and submitted periodically or as required.

**Lead Generation:** We will pre-qualify your sales leads thereby shortening your sales cycle. By the time these quality leads reach your hands, you can devote your energies to closing the deal.

**List Qualification:** Working with your existing list, we will contact every lead quickly and inexpensively to qualify the prospects and leverage the time of your sales team of closers. We can also provide extensive details with those qualified leads to prepare your sales representatives to have a productive first contact.

**Hot Transfers:** Maximize highly specialized and valuable manpower resource. Our sales representatives will only transfer qualified and interested individuals directly to your internal sales team, who are more experienced with closing the deal.

**Financial Services:** Including but not limited to AR, debt collection, credit check and more.

**Appointment Setting:** Our representatives will do the tedious task of calling your leads and set qualified appointments that is convenient for your customer and your sales representative. This allows your team to focus on the all important task of closing the sale.

**Follow-up Call:** This is an often neglected but important part of building customer satisfaction and loyalty. After a sale is made, customers need a telephone call to help develop a warm and good relationship. This is sometimes also called a "welcome call."

Other Services

### **Email Support**

Our live email support system helps organizations to competently and promptly deal with customer queries by providing clear, detailed and written responses.

### **Online Chat**

Your customer having a live person available to chat with your clients 24 hours a day is a crucial selling point especially if your competitor does not have this service. This allows your customer to have a real-time and instant access to information which does not only increases satisfaction levels, but is proven effective.

### **Human Resources and Recruitment**

Our team of seasoned recruiters can help your firm save: time, effort and money via outsourcing part of your recruitment function. We provide sourcing support, job board recruiting and direct recruiting which are based on specific skill set and requirements.

### **Quality Audit**

Quality Monitoring and Assessment: Full sales or non-sales recorded calls are scored based on predefined and preapproved metrics. The Quality Audit team assists in the development of the Quality monitoring form with weighted data elements to score both individual and team skills in pursuit of service excellence.

**Sales Log Verification:** Third Party Verification (TPV) is now the de facto standard for voice transactions where legally binding authentication and confirmation are required. Quality Audit ensures all client-required responses are met by conducting a full call verification of the TPV recording.

### **Why the Philippines?**

The Philippines was named the world's best country in business English proficiency, even beating the United States, according to a recent study by GlobalEnglish Corporation

[www.GlobalEnglish.com](http://www.GlobalEnglish.com)

Well educated pool of talents

- The nation produces nearly 500,000 graduates per year across a range of disciplines that align well with the off-shoring and outsourcing industry (Source: Business Processing Association of the Philippines)
- Philippines has the highest literacy rate in South East Asia at 95%

Above average English proficiency

- English is one of the country's two official languages
- Language of instruction at every level of the education system is English

Effective cross-culture communication skills and considered to be the most "Western" of all the Asian nations

- Culturally oriented towards the United States
- Result of over a century of American presence in the Philippines

**Spanish certified operators are available for voice BPOs and customer service, serving diverse markets within the US and globally. In addition we have operators with high proficiency in Chinese (Mandarin/Cantonese), French, Japanese & Korean languages, for niche clients.**

Strong customer service orientation

- Filipinos generally have a positive disposition to interactions; non-confrontational approach to diverse customer scenarios
- Culturally customer-centric

### **Why ATLAS/NS?**

Personalized Service for you – ATLAS/NS provides you a direct access to the management team. Decisions can be made right after a direct call or email to our management team. This gives you a faster turn-around on your needs, requests, problems or issues. Our executives are hands on and will service you directly.

**Total Customization** - We understand that your organization is unique. Your customers' requirements may be highly individualized. You may have many differing support agreements. The way you need your customers to be greeted might be a one-of-a-kind. Your triage, patches, fixes and escalations need to be handled to fit your strategy and your customers' requirements. We will do this for you. We are flexible and our practices are highly customizable.

**Business Stability** - The idea of cutting costs by going with a start-up outsourcer or the cheapest vendor can lead to tragedy. ATLAS/NS has many years' experience, significant bench strength, track record and repeat clients.

**It's All About People** - In addition to systems and knowledge bases, it takes special people to

provide superior outsourced technology product customer support. We are staffed with customer satisfaction-focused personalities. We don't get rid of callers by escalating everything. Our agents deal with customers from beginning to end, satisfactorily. We also have access to enough senior consultants who are ready to tackle the more challenging concerns.

**Supporting the Product Lifecycle** - Providing highest quality customer care is a challenge for any business. We are experts in delivering profitable solutions through:

- Increased customer satisfaction and customer retention
- Lowered costs of total lifecycle support
- Improved product enhancements & responsiveness to the market place
- Improved communications between all key elements of the service cycle

**Qualified People** - Our Number One Resource

At ATLAS/NS, we have full understanding of how integral it is for your business to acquire new customers, retain existing clients, keep your customer-base satisfied, and realize the returns you have worked hard for.

We know that you tapped us to help you stay ahead of the game.

We realize that our ultimate success - as well as that of our clients' - is based on the ongoing quality and commitment of our qualified, dedicated, enthusiastic, and talented employees.

### **Agent Profile**

Over 90% of the people we use at ATLAS/NS are college graduates from some of Manila's best universities whose profiles include robust skills along several dimensions, including communications, customer service, problem solving, and sales.

### Recruitment Process

- Paper screening for basic qualification
- Multiple interviews (by phone and face to face)

### English & Spanish online tests

- Grammar
- Reading and Comprehension
- Sentence Construction
- Listening
- Speaking/ Voice Quality
- Typing

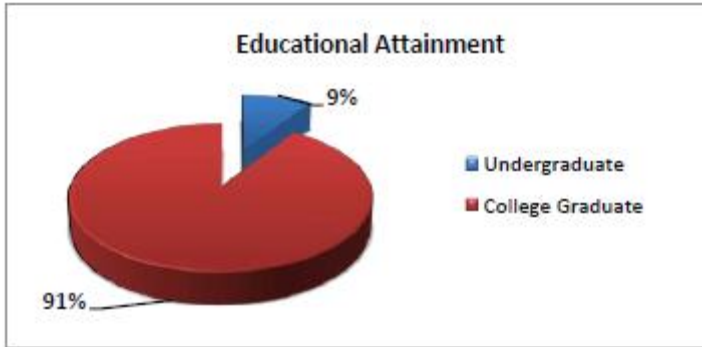
In depth interview

Final interview by operations team

Background check

Training

The tables below show the educational profile of the agents we use and their length of stay in the company as of yearend 2012.



### Key Personnel Selection

ATLAS/NS creates all Client Account Management teams based on the specific needs of the client and the complexity of the client's programs. In general, an account team is made up of the following positions:

**Campaign Manager:** This is the Client's Program Manager's counter-part in the Philippines. He/she works daily to monitor quality and analyze the program's data to identify areas for potential improvements. This position manages real time efficiency metrics of the programs (such as Sales Per Hour Targets, Conversion Rate, Lead Penetration Rate, Contacts per Hour, etc.), and is responsible for making real time staffing adjustments to ensure we meet our Key Performance Indicators (KPIs) and profitability targets.

**Quality Assurance Officer:** This position has overall responsibility for the Quality of a program and oversees the work of the Quality Monitoring team to ensure we are meeting our Quality KPIs and performance targets. We normally maintain quality personnel to agent ratio of 1:20.

Team Leader: This position is tasked with the day to day supervision of a team of agents/representatives. He/she motivates, monitors, coaches and counsels each member of the Team closely to help them meet and maintain the Program's targets and KPIs. The specific criteria used in selecting individuals for an account management team are:

- Industry experience
- Functional experience
- Technical experience
- Client experience

#### Technology - Our Backbone

We are fully equipped with world class systems that are customizable and scalable that will allow us to handle your inbound and outbound customer service and sales requirements. Our dialer solutions are robust and are especially developed to handle high volume call traffic and operate 24 x 7. The key features of the system are as follows:

- Inbound and Outbound Interactions
- Interactive Voice Response
- Automatic Call Distribution
- Computer Telephony Integration
- Call Recording - Full Call or On Demand
- Predictive, Power and Preview Dialing
- Voice Mail
- Automatic and Manual Call Back
- Auto-Attendant with Welcome Message and Options Menu
- Call Monitoring
- Standard and Customizable Reports

In addition to the above features, the dialer also includes powerful IVR (Interactive Voice Response) that provides a complete and seamless solution.

A full feature dialer is of no use at all if we are unable to carry the voice traffic from the Philippines to the country of destination. It is for this reason that we have partnered with premiere telecommunications vendors in order to provide you with uncompromising quality in our calls. In case of calamity, backup servers and agents are utilized in alternate office sites, thus providing a continuous service to our customers.

Our billable rate includes the following:

- Salaries of Dedicated Agent (s)
- Salaries of Dedicated Supervisor (s), 1:10-15
- Salary of Campaign Manager



- Salaries of Quality Assurance contingent, 1:20
- Auto Dialer
- Telecommunication equipment
- Telecommunication charges
- Call Recording and Archiving for 3 Months
- Leads Management
- IT Support
- Ongoing Recruitment
- Ongoing Training to ramp up the program
- Facility and Utilities

For preferred clients, we can host and run the whole project as a standalone operation with its own branding. This can then be portrayed on client's website and other informational materials.

Our CRM Solutions | Equipment



ATLAS/NS Facilities and Location

ATLAS/NS' call center facility sits on 12,910 square feet of property in the Ortigas Center, one of Metro Manila's major financial districts. The call center is currently running 365/24/7.

Our current shift schedule starts as early as 1:00 in the afternoon Manila time and extends to

cover day time and night time United States hours from the Eastern Time Zone to the Pacific Time Zone.

Extended Annualized Savings for RVA Area Companies

- Based on number of full time agents CONUS Clients will save:

Agents	CONUS Client Annual Savings
40	\$911,160.00
50	\$1,138,950.00
100	\$2,277,900.00
150	\$3,416,850.00

**Our Manila facility**

