2WAY-CONNECT℠

OPTIMIZE YOUR CONTACT STRATEGY WITH AUTOMATED OUTBOUND VOICE NOTIFICATIONS

What makes 2WayConnect℠ different?

- 15 to 20 times less expensive than live agent calls with comparable contact and response rates

- Proactive notifications drive customer satisfaction and pre-empts inbound calls

- Superior integration capabilities drives real-time contacts and collection of customer response data

- Transaction-based outsourcing model means we only profit if our applications are successful

FIRST DATA®

Voice Services

AUTOMATED OUTBOUND VOICE NOTIFICATION USAGE EXPLODING

The market for customer notifications is growing exponentially with CAGR of 28% predicted through 2011. The growth is driven by superior cost and effectiveness metrics relative to comparable communications media and declining open/response rates for direct mail and email.

TRADITIONAL MEDIA COSTS/RESPONSE RATES

Direct Marketing Association, 2006	Overall Response Rates	Financial Services		
		Response Rate	Cost per Contact	Cost/Response
Direct Mail	2.3%	1.2%	0.89	481.45
Email	1.4%	0.9%	0.09	110.68
Live Telephone	4.6%	1.6%	5.23	186.78
Inserts	0.8%	0.6%	0.08	100.94
Newspapers	0.1%	0.0%	0.09	822.22

AUTOMATED VOICE NOTIFICATION COMPARATIVE METRICS:

▶ 15-20 times less expensive than live agent call
▶ Cost over 50% less than direct mail
▶ Successful contact rates over 90%
▶ 25-30% calls transfer to live agent for purchase or issue resolution
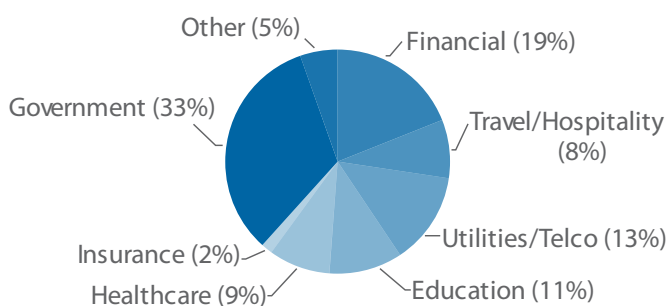▶ Hang up rates vary by application—similar to live agent calls

WIDE VARIETY OF APPLICATIONS ACROSS A WIDE VARIETY OF INDUSTRIES

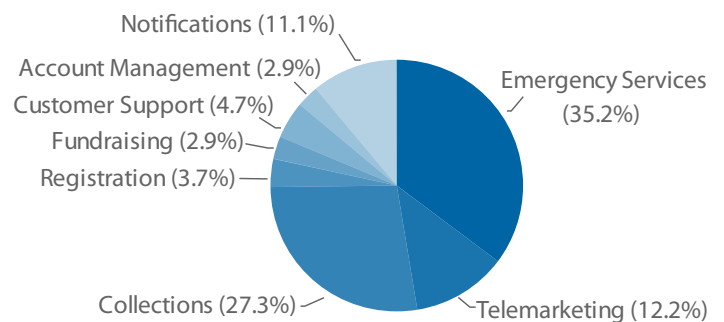The marketplace has identified numerous application areas where outbound notifications have proven successful. At a macro level these include:
▶ Customer Service
▶ Collections
▶ Risk Management/Fraud
▶ Business Continuity

OUTBOUND MESSAGING MARKET SHARE BY VERTICAL

Other (5%)
Financial (19%)
Government (33%)
Travel/Hospitality (8%)
Insurance (2%)
Utilities/Telco (13%)
Healthcare (9%)
Education (11%)

OUTBOUND MESSAGING MARKET SHARE BY APPLICATION

Notifications (11.1%)
Account Management (2.9%)
Customer Support (4.7%)
Fundraising (2.9%)
Registration (3.7%)
Emergency Services (35.2%)
Collections (27.3%)
Telemarketing (12.2%)

2WAYCONNECT℠ CAN HELP YOU DELIVER REAL-TIME CUSTOMER NOTIFICATIONS FOR 15-20 TIMES LESS THAN THE COST OF A LIVE AGENT CALL

Unlike other communications options, 2WayConnect℠ can; deliver both one and two way messages, integrate with a client's core systems for real-time list generation and response capture, and maximize both contact and open rates all at a cost 15-20 times lower than live agent calls. 2WayConnect℠ has processed over 1 billion minutes across hundreds of customer service, collections and fraud management applications.

PLATFORM CAPABILITIES

2WayConnect℠ has built a secure, state-of the art notification engine that enables maximum customer flexibility in designing customer outreach campaigns
▶ One and two way interactive notifications
▶ Web service API integration
▶ Integrates with client VoiceXML applications
▶ SIP based media gateways
▶ Genesys GVP IPCS 7.2 technology
▶ Nuance advanced speech recognition and text-to-speech capabilities
▶ Fully redundant dual-site operation
▶ 24 x 7 monitoring and support with real-time application alarming

INTEGRATION AND ANALYTICS

Delivering time-sensitive notifications in near real-time is a key advantage of 2WayConnect℠ and our superior integration capabilities are the primary enabler. We have a closed loop process for data quality, integration and analytics aimed at delivering notifications quickly, accurately, and effectively.

FILE TRANSMISSION FUNCTIONALITY
▶ Multiple transmission methods
　▶ NDM, Sift
　▶ Fixed block, Comma delimited, MSExcel
▶ Update functionality
　▶ New cases
　▶ Set stop process on existing cases
　▶ Update information for existing case/record
▶ Data quality control system with email alerts for:
　▶ Duplicate file receipt
　▶ Transmission errors
　▶ File values not equal to or > load type

DATA CAPTURE AND INTEGRATION
▶ Two-way notifications via agent transfer or automated response
▶ Speech-to-text transcription of automated response data
▶ Near real-time interaction with host system

DATABASE MARKETING TOOLS
▶ FastData℠ /DA+
▶ Intelligent Results modeling solutions

ADVANCED FEATURE SET

The fully featured 2WayConnect℠ is designed to enable maximum contact and response rates. We have built a suite if customizable application templates and work closely with clients to design specific call plans which can be continually optimized throughout the course of a program.

CONTACT AND RESPONSE RATE TOOLS
▶ Advanced answering machine detection
▶ Primary/Secondary contact option
▶ Find me/follow me
▶ Consumer authentication
▶ Transfer and connect

CAMPAIGN MANAGEMENT TOOLS
▶ Intra campaign message segmentation
▶ Multiple greeting options
▶ Inbound/Outbound and Refresh capabilities
▶ Ability to add/define file data
▶ Record Pacing
▶ Client defined call attempt strategy
▶ Messaging/music during live agent transfer
▶ Customizable application templates

TRACKING AND REPORTING

2WayConnect℠ has built a robust web-based reporting platform for daily campaign results to help us partner with clients for ongoing program optimization

CUSTOMER MANAGEMENT SYSTEM
▶ Secure web portal
▶ 8 standardized daily report formats
▶ Customized reporting capabilities
▶ Multiple report file formats

PROGRAM MANAGEMENT SUPPORT
▶ Data file extracts
▶ Batch reporting
▶ Program optimization recommendations
▶ Data Cleansing
▶ Contact strategy modeling

YOUR SUCCESS IS OUR SUCCESS…

With the 2wayConnect℠ transaction-based outsourcing model, we only profit if your applications are successful and result in high usage. To make sure each project is a "win-win", we:

- ▶ Perform detailed pre-assessment research on your current processes
- ▶ Recommend an optimization plan with supporting ROI analysis
- ▶ Track progress and support you with continuous improvement testing
- ▶ Support your business with our experienced program management team

CLIENT TESTIMONIALS

"I have been impressed with the quality of work from FDVS. They truly partner and make sure they understand the requirements requested then deliver even more"

"110% responsive. They are always available and willing to help"

"Very well versed in what's happening in the marketplace…have very good overall industry knowledge"

"Overall FDVS has been a positive influence on our business and we look forward to continuing to grow the relationship"

FIRST DATA VOICE SERVICES HAS QUIETLY BUILT ONE OF THE TOP HOSTED IVR BUSINESSES IN THE U.S. BY CONSISTENTLY DELIVERING RESULTS FOR OUR CLIENTS…

- ▶ Process over 30 million inbound calls/month
- ▶ Delivered over 1 billion outbound minutes
- ▶ Service 5 of the top 10 US Banks
- ▶ Support 2 of the top 5 telecommunication providers
- ▶ Provide voice services to major clients in retail, insurance, manufacturing, healthcare, utilities, government and travel industries

ASK US TODAY HOW 2WAYCONNECT℠ CUSTOMER NOTIFICATION SOLUTIONS CAN HELP YOU OPTIMIZE YOUR COMMUNICATIONS MIX…

EMAIL: FDVSINFO@FIRSTDATA.COM OR
PHONE: 1-800/428-2400 OR
VISIT: WWW.FDVS.COM

FIRST DATA®

Voice Services