



FIRST DATA VOICE SERVICES

20 YEARS EXPERIENCE BUILDING MANAGED IVR
SOLUTIONS THAT MAXIMIZE CUSTOMER SATISFACTION
AND IVR USAGE

What makes First Data Voice Services Different?

- Access to the latest voice technologies with little upfront investment
 - Extensive professional support team with over 20 years of experience
 - User-centered approach to application design and development
 - Usage based model drives constant focus on application optimization
 - Advanced integration capabilities with your host systems
 - Over 500 live inbound and outbound applications
-

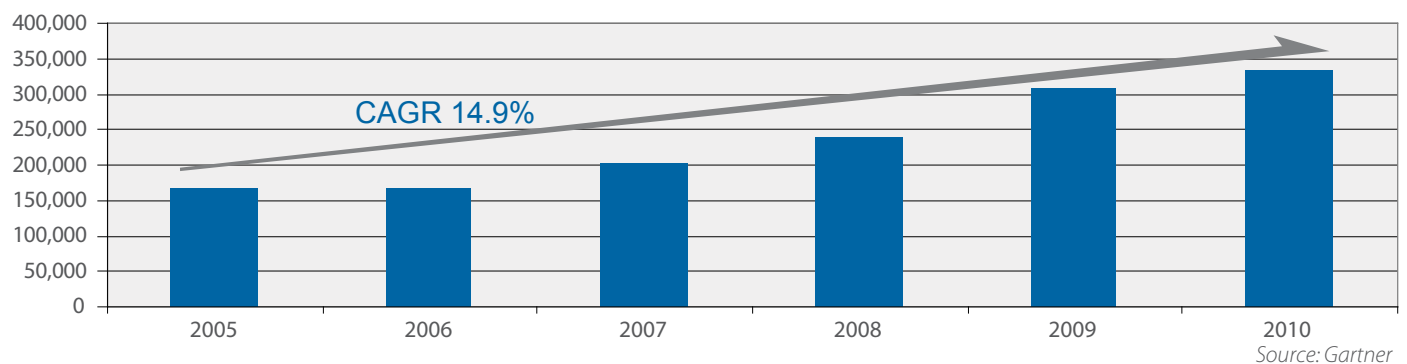


Voice Services

NEW TECHNOLOGIES DRIVING EXPANSION OF AUTOMATED CUSTOMER CARE MARKET

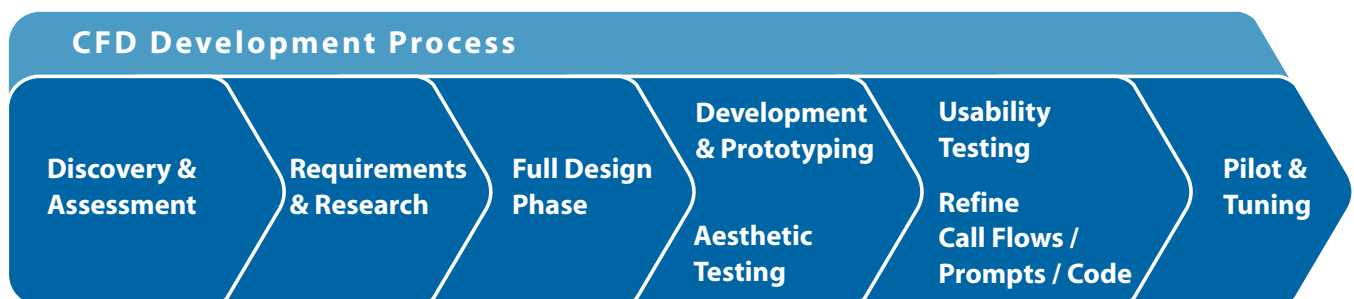
Speech Recognition, VoiceXML and biometrics are just a few examples of the newer technologies that are redefining what is possible in automated customer care. These technologies enable applications that would have been too difficult for customers to manipulate in a pure “touch tone” world and create terrific opportunities for companies to improve customer interaction and deflect call center expense. The market for speech recognition applications alone is projected to grow at a CAGR of 14.9% through 2010 driven by additional user-friendly self-service application development.

SPEECH RECOGNITION U.S. GROWTH FORECAST



SPEECH DESIGN THAT PUTS THE CALLER FIRST

At First Data Voice Services we maximize automated self service not by limiting access to live agents, but rather by designing applications that put the needs of the caller first. This process which we call *Caller FIRST Design (CFD)* is a key differentiator on several fronts:



- ▶ Discovery process provides multi-year roadmap for IVR automation based on your corporate goals and strategies
- ▶ Recommend both pre-packaged and customized application components to drive maximum usage at the minimum cost
- ▶ Incorporate both brand equity and customer demographics into design strategy
- ▶ Development process maximizes leverage of client's existing infrastructure
- ▶ Full prototype development and usability testing vs. “lab testing” incorporates both success rates and “likability” of each application

AUTOMATED INBOUND CUSTOMER SELF-SERVICE APPLICATIONS

Automated Inbound Section: Lead in: First Data Voice Services can help you increase customer self service rates by leveraging the right IVR technologies against the right business functions to design intuitive, user-friendly applications.

STREAMLINE INBOUND INQUIRIES

Significant development expertise in:

- ▶ Customer Service Applications
 - ▶ Account inquiry/profile management
 - ▶ Transaction Status
 - ▶ IVR payments
 - ▶ PIN generation/account activation
 - ▶ Appointment scheduling
- ▶ Revenue Generation Applications
 - ▶ Product Information Requests
 - ▶ Contests/Sweepstakes/Promotions
 - ▶ Pre-Paid Card Management
 - ▶ Direct Response Sales

ROBUST FEATURES

- ▶ Open-standards architecture
- ▶ Highly skilled development and operational support teams
- ▶ Supports all traditional and emerging technologies (DTMF, Speech Recognition, VoIP, Voice Biometrics)
- ▶ CTI capabilities improve the routing of inbound calls
- ▶ Hosted model provides flexible deployment options with minimal upfront capital

CALL ROUTING

First Data delivers a full suite of computer telephony integration(CTI) solutions that ensure improved call routing.

INTELLIGENT CALL HANDLING

- ▶ Improves call routing by integrating data collected via the IVR right through to the back-end systems that drive CSR or contact flows
- ▶ Calls can be routed based on:
 - ▶ Automatic Number Identification (ANI)
 - ▶ Dialed Number Identification Service (DNIS)
 - ▶ Prior call history lookup
 - ▶ Alignment of customer needs to CSR skills

IMPROVED CUSTOMER INTERACTION

- ▶ Able to automatically schedule outbound callbacks on inbound abandonment calls

- ▶ Can better prepare CSRs for customer calls with whispers or screen pops
- ▶ Drives the right calls to self-service applications faster
- ▶ Enhances available management information
 - ▶ Real-time views of call dispositioning
 - ▶ CSR level transfer
 - ▶ Abandonment statistics

DATA COLLECTION AND TRANSCRIPTION

First Data enables you the ability to capture and transcribe requested information provided by your customers via our IVR based data collection solution.

IMPROVE DATA CAPTURE EFFICIENCY

- ▶ Allows for the collection of name, address, email, phone or other data provided by your customers
- ▶ Data capture via speech-to-text transcription
- ▶ Automatically incorporates transcribed data into your customer profiles
- ▶ Saves CSR time while augmenting your database with critical customer information
- ▶ Commonly used to collect:
 - ▶ Account profile changes
 - ▶ Email and opt-in information
 - ▶ Information for delivery of marketing messages
 - ▶ Customer preference for future communications

AUTOMATED OUTBOUND VOICE NOTIFICATIONS

2WayConnectSM can help you deliver real-time customer notifications for 15-20 times less than the cost of a live agent call.

EVENT TRIGGERED ALERTS

Deliver customized messages through integrated customer communications tools:

- ▶ Customer Service
- ▶ Risk Management/Fraud
- ▶ Collections
- ▶ Business Continuity

REDUCE COMMUNICATION COSTS

- ▶ 15-20 times less than live agent calls
- ▶ Over 50% less than direct mail
- ▶ Successful contact rates over 90%
- ▶ 25-30% calls transfer to live agent for purchase of issue resolution
- ▶ Hang up rates similar to live agent outbound calling

YOUR SUCCESS IS OUR SUCCESS...

With the First Data Voice Services 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

"FDVS works as a trusted partner with my team to develop a business plan that builds/strengthens our business."

"FDVS consistently exceeds my expectations... excellent quality and teamwork."

"The FDVS team has always completed new developments accurately and on time—they partner with our team to ensure all aspects of the project are understood."

"FDVS service is outstanding. They continue to do what it takes to get any issues that arise resolved in a timely and efficient manner."

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 over 500 live applications
- ▶ Provide voice services to major clients in retail, insurance, manufacturing, healthcare, utilities, government and travel industries

ASK US TODAY HOW FIRST DATA VOICE SERVICES CAN HELP YOUR DRIVE HIGHER LEVELS OF AUTOMATED SELF SERVICE...

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

