

TRG Customer Care

COLLECT THE REWARDS OF BETTER CUSTOMER CONNECTIONS



Every customer touch point is an opportunity to shape perceptions and build brand loyalty. With the right solutions, people and technology, TRG is the right choice to deliver customer connections that drive satisfaction and steer buying decisions in your favor.

CUSTOMIZED, BRAND-CENTRIC SOLUTIONS

You have built a unique brand in a specialized industry. Your customer care services should be equally distinct.

- Each client program is perfectly tailored to your needs. We invest the time to fully understand your brand, your industry and your customers.
- Choose from onshore and offshore contact centers, outsourced or co-sourced implementation, multiple communication channels including voice, chat or email, and dedicated or shared staffing models.

PEOPLE & PROCESSES TO REACH YOUR GOALS

A culture of excellence permeates our staff, from TRG's leadership to the front-line people talking to your customers.

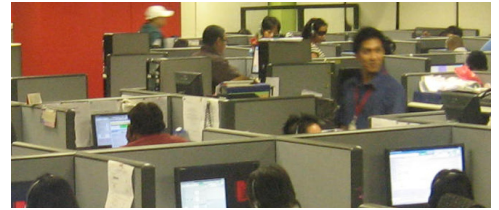
- With agent-to-trainer and agent-to-manager ratios among the industry's lowest, you can count on world class workforce management to deliver exceptional customer experiences.
- Selective hiring, career pathing, rigorous training and common work site platforms ensure consistency and quality.
- Custom analysis and reporting of operational and strategic metrics provide insight into your customers and a framework for continuous improvement.

HARNESSING TECHNOLOGY TO ENHANCE SATISFACTION

Better technology produces better results. We employ industry leading software and state-of-the-art infrastructure. We also use our ingenuity and expertise to develop innovative proprietary systems.

- Our global technology infrastructure includes two North American data centers and a redundant MPLS network for VoIP and data communications.
- SATMAP call mapping software raises customer satisfaction scores and cuts costs. This TRG-developed neural network engine uses artificial intelligence principles to match callers with the agent most likely to satisfy them.
- TRG's conversational Interactive Voice Response (IVR) system facilitates hands-free interactions (a critical advantage as use of mobile devices increases) and employs voice prints to biometrically authenticate callers. When integrated with live agents, our IVR minimizes password use and agent screening to reduce costs, decrease handling time and enhance caller satisfaction.

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SALES-FOCUSED PHILOSOPHY

Our goal for every customer contact is to create a favorable, lasting impression of your brand that will drive higher sales.

- Research shows that 95% of complaining customers whose issues are resolved quickly will buy from you again. We deliver expedient, caring problem resolution.
- Agents know how to recognize and convert up-sale and cross-sale opportunities, turning every customer call into a revenue builder.

THE RIGHT FIT FOR YOU

We understand that your company and your customers are unique. You won't have to fit your needs to our business model.

- Creative partnering strategies are a hallmark of our client relationships.
- Through co-sourcing and other inventive implementations, we help you leverage existing resources, while adding new capabilities and capacity.
- Benefit from brand-centric, fully scalable customer service solutions that grow revenue and quickly adapt to accelerating or cyclical volume.

At TRG Customer Solutions we consider ourselves a strategic extension of your business. Our steadfast focus is on making the right connections with you and between you and your customers. We are fully committed to delivering everything you want from your global outsource partner.

COMPREHENSIVE SERVICES

- Customer care
- Product support
- Consumer affairs
- Billing inquiries
- Technical support
- Loan servicing
- Member services
- Interactive voice response
- E-mail and web services

TRG OFFERS:

- On-shore, near-shore, and off-shore locations
- Multi-channel interactions – IVR/Phone/Fax/Mail/Internet
- Outsourced or co-sourced implementation
- Multi-lingual capabilities
- Intelligent call routing – **SATMAP**
- Best-in-class technology and infrastructure platforms



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