



VETERAN[™]
CONTACT CENTER



Client Benefits In Engaging And Supporting VCC

★ High Quality of Service & Proven Performance

1. Decades of service to some of the country's most demanding clients
2. Internal employment longevity is one of the highest in the industry
3. Numerous quality of service awards

★ Earn Supplier Diversity Credits

Utilizing a company designated as both a Service Disabled Veteran Enterprise (SDVE) and a Minority Business Enterprise (MBE) produces additional supplier credit benefit options:

1. Diversity supplier credits are essential for doing business with State and Federal Government and many commercial organizations.
2. Because VCC is both a SDVE and a MBE supplier, spending for VCC services can be counted as fulfilling either category of targeted / required diversity supplier credits .

★ Build Customer Loyalty

1. The 26 Million U.S. Veterans and active duty personnel, and their 71 million immediate family members, represent consumers loyal to companies who demonstrate appreciation for veterans' service.
2. Americans appreciate companies creating jobs for Americans in these difficult economic times.
3. Supporting minority owned businesses increases a company's reach to minority consumers and the organizations that support minority development.

★ Cost & Quality Benefits of U.S. Call Center Operations

1. *First Call Resolution Better in U.S.:* Offshore agents provide first call resolution to just 42% of customers, compared with 68% first call resolution by U.S. agents. This substantially improved performance creates higher customer satisfaction for customers who reach a U.S. call center, and significantly decreased cost because additional calls are not necessary before call resolution.
2. *Customer Defection Rate Lower in U.S.:* Customers who reach an offshore call center defect at three times the rate of those who reach a U.S. call center: 7% for U.S. centers versus 22% for offshore call centers.
3. *Better Comprehension and Shorter Handling Times in U.S.:* Only 4% of calls have comprehension problems in the U.S. compared with 18% offshore. Comprehension problems are reported behind the extension of average call handling time anywhere from 39% to 105%. Longer calls increase costs and reduce customer satisfaction.



Client Benefits In Engaging And Supporting VCC

4. *Superior Safety of Data and Facilities in U.S.:* Economic, political and social instability in foreign countries can make offshore call centers less secure, and less appealing to potential clients than U.S. operations. Clients naturally are concerned with issues of customer information confidentiality and continuity of service.
5. *Many Elements of Training Costs Lower in U.S.:* Extra training time and additional travel expenses can make offshore training more expensive than for U.S. operations. Foreign agents often need extra training in language, communication skills, and enough procedural and product knowledge to be able to go off script to meet a caller's need for understanding or issue resolution.
6. *Customer Relationship Management is Improved Onshore:* U.S call center agents are often at the forefront of a client's customer relationship management process. When those agents are able to recognize and report issues promptly, they can provide important feedback to the client's operations, including product development, manufacturing, marketing and sales. The quality of call center agent client touch and feedback can be a key competitive advantage for U.S. call center clients, and key elements of a client's customer care experience.

★ VCC's Outstanding Performance Metrics

1. First Call Resolution 90-100%, depending on the program
2. Typical 22% cost savings over client internal call centers
3. Superior customer retention, with early customer engagement increasing retention by up to 50%

★ Public Relation Advantages of Contracting with VCC

1. The needs of service disabled veterans are a staple in news coverage, and a concern to a great many Americans. A company taking active steps to meet these needs will be seen as heroic and supporting America.
2. VCC will actively provide public relations for its clients when requested.
3. Bringing offshore jobs back to America is news. Companies currently offshoring can make news by moving their operations to VCC. Every offshoring company will make news by bringing those jobs and spending power back to the U.S. at a time when Americans are so conscious of the need for U.S. jobs and for economic stimulus.

★ Meet Corporate Responsibility Goals

Increasing business with Minority Business Enterprises and our deserving Service Disabled Veterans supports the corporate responsibility goals set by many leading U.S. companies.

References:

Contact Center Satisfaction Index, CFI Group, 2008 and 2009

Call Center Performance Blog, Pam Baker, CIO, "The Real Cost of Offshore Outsourcing" - May 5, 2009

Letter to the Editor, Florida newspaper, September 2009 - "2009 The Year of Outsourcing Dangerously", by Black Book of Outsourcing