

Trusted Leader in Global BPO Services

Protocol transforms each customer interaction into a rich, meaningful brand experience that builds long-term customer loyalty and value.

Establishing and maintaining good customer relationships has never been as important as it is in today's economic and social climate. Protocol Global Solutions understands organizations are under increasing pressure to stretch limited budgets and resources to improve customer satisfaction, reduce churn, and ultimately drive revenue and achieve growth objectives. That is why companies turn to Protocol, a trusted leader in contact management solutions.

We accomplish this through passionate people leveraging years of expertise and an unwavering commitment to outperforming our competition.



Protocol provides organizations with multi-channel contact management solutions that maximize their ability to engage with their customers, optimize the outcome of each personal interaction, and report measurable results.

Protocol helps you:

- Drive incremental revenue and increase ROI
- Enhance customer service performance
- Improve customer satisfaction
- Accelerate time to revenue and reduce cost-per-sale
- Increase customer retention rates
- Enhance brand equity and relevancy

With years of experience delivering contact management solutions for an array of industries such as Energy, Health Care, Insurance, Financial Services, Government, Retail, Pharmaceuticals and Communications, Protocol delivers high-volume contact management services with a highly skilled agent team across multiple geographies.



OUR
EXPERTISE.
YOUR
SUCCESS.

Redefining
contact center outsourcing -
one contact at a time.



The Protocol Advantage

People Make the Difference

Protocol utilizes unique tools to hire only the best contact center managers and agents and frequently promotes from within. Through specialized training and motivation, we have the industry's most skilled management and communication agents who are passionate about the quality of service they deliver to your customers. Diversified in driving near-term incremental revenue, providing high quality customer support and generating qualified leads for your Sales force, our commitment to performance on every level is what sets Protocol apart.

Your Customers are our Passion

Protocol helps you navigate the complexities of executing meaningful 1-to-1 interactions in real-time dynamic communication channels such as telephone, email and chat. We know your customers are one of your most valuable assets, and that is why the Protocol team, from IT to Account Management to the Communication Agent, is committed to meeting your unique needs and expectations during every Interaction. We truly become an extension of your team and therefore every communication we have with your customer, on your behalf, is transparent.

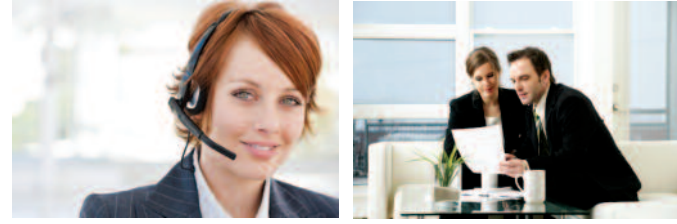
Performance Driven

If you are successful, we are successful. That is why Protocol's leading edge technology infrastructure is key to providing you with a high-performing, operationally efficient and effective contact management solution and you will have the data to prove it. Access real-time reports via Protocol's secure web-based portal and track metrics like the ratio of "calls served" to "calls taken," average handle time (AHT), or 1st call resolution rates, Protocol reports contain the information you need to monitor and measure your contact management program performance.

Experience Delivers Proven Results

Protocol has collaborated with hundreds of companies in the development of successful contact management campaigns. Providing exceptional delivery to our client's customers in a qualitative manner is what has made Protocol a leader in BPO Service Delivery. We offer a consultative approach to help you solve your business challenges with pragmatic marketing, service, and support communication solutions. Our experience shows that if you have a need, Protocol has a right-fit contact management solution for you.

Contact Management Services



With over two thousand web-enabled seats, a global footprint, leading-edge technology, tools to implement and manage client programs and best of breed communications systems; Protocol can deliver a flawlessly executed multi-channel contact management solution with a mix of interaction tactics to meet your objectives.

Whether you need an experienced sales professional, a savvy technical support specialist or highly skilled and expertly-trained customer service team, **The Protocol Advantage** can deliver your Contact Center Services solution through a multi-channel contact management strategy that is committed to high service quality, flexible, scalable and adaptable.

To learn more about our Contact Management Solutions, call us at 800-677-2001 or visit us at [www. ProtocolGlobalSolutions.com](http://www.ProtocolGlobalSolutions.com)

Our comprehensive service offerings across the various verticals provide blended solutions that include:

- **Inbound**

Customer Service	Retention/Win-Back
Customer Acquisition	Cross-Sell/Up-Sell
Sales	Help Desk
Activation	
Case Management and Monitoring Services	
- **Outbound**

Acquisition & Sales	Welcome Calls
Lead Generation	Cross-Sell/Up-Sell
Activation	Market Research
Retention/Win-Back	
- **E-Commerce**

Click-to-Chat	E-mail
Web Chat	Click-toCall
Co-browse	
- **Interactive Voice Response**

Menu Options	Product Recalls
Call Routing	Dealer Locator
Brochure Requests	Order Status
Lead Capture	

Our Mission

To deliver high quality solution-based contact management services that add value to the relationships between our clients and their customers.

Our Commitment

- Listen to our clients to understand their business opportunities.
- Provide our clients with solution-based customer acquisition and support services.
- Add value to the relationship between our clients and their customers.
- Deliver uncompromised, quality services on every program.
- Maximize our clients' marketing ROI.
- Offer vertical market expertise, providing industry insight in those verticals.
- Provide our employees with a working environment that promotes open communication and rewards superior performance.

Innovative Solutions Bring Value to Your Business

About Protocol Global Solutions

Protocol is your single source for contact management services. From customer service, lead generation, customer acquisition and retention to up-sell, cross-sell, and win back campaigns, Protocol helps you grow, find, interact with, and retain customers through virtually every channel and touch point. In addition, we proactively add value to the relationships between our clients and their customers with depth and experience across a diverse range of verticals and services, including strategic and creative program development, leading technology, data analytics, and customized dashboard reporting. Protocol Global Solutions has over 2,200 employees in 8 locations across the U.S. and internationally.

Learn more at www.protocolglobalsolutions.com

Corporate Headquarters
2805 Fruitville Road, Sarasota, FL 34237 ■ Phone: 800-677-2001 ■ Fax: 941-906-9099



Adding Value to
Customer Relationships