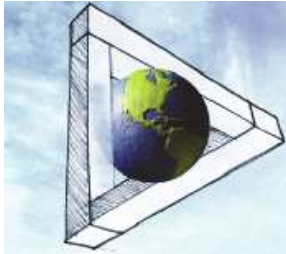




Dial Database Marketing

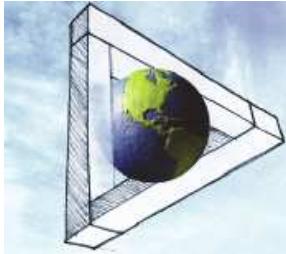
Company brochure





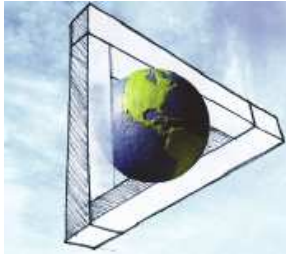
Company overview

- ✦ DDM is a 100-percent goal-driven company. We aim to provide our clients with high-performance results, paying special attention to the agent's training, as well as to our facilities, equipped with top-notch IT and telecommunication technologies.
- ✦ The evolution from the traditional call center to the present Contact Relationship Center has allowed us to provide relationship services to each of our clients or prospects through all contact points.



Company overview

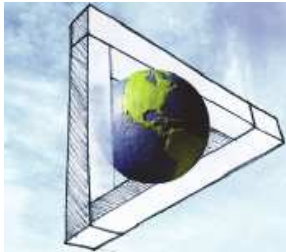
- ✦ DDM offer a wide variety of teleservices and customer care services that help meet all markets needs, adding strategic value and focusing in attracting, serving and making clients to remain loyal.



Dial + Database + Marketing

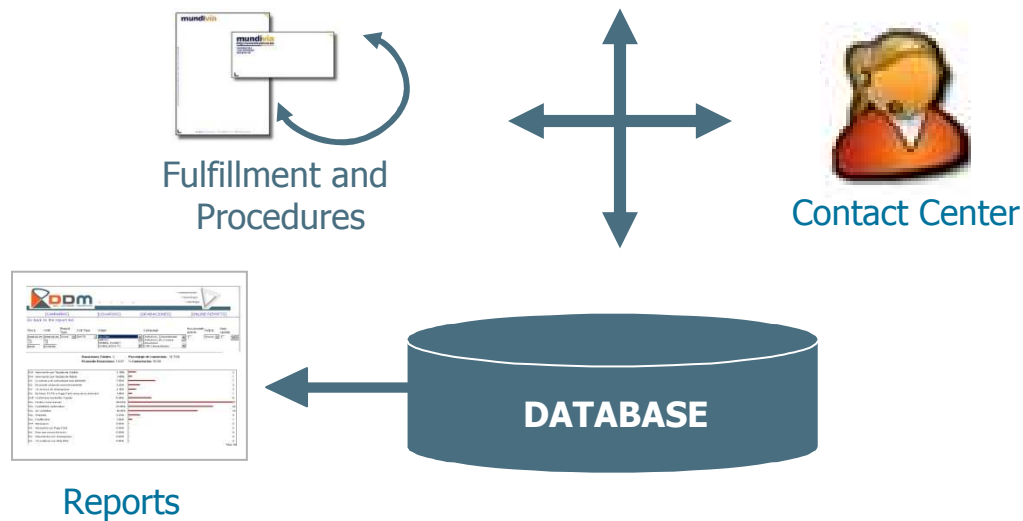
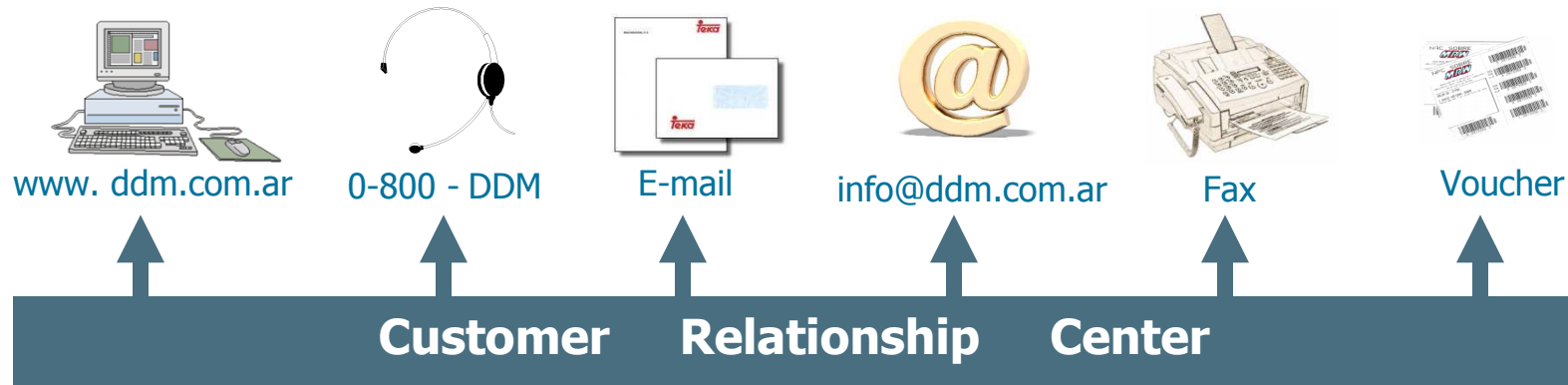
Dial Database Marketing

- ❖ DDM is a company with more than 15 years of experience in developing relationship actions with consumers and clients.
- ❖ Our leadership resulted in an advantageous experience when integrating the McCann Erickson World Group between January 1999 and July 2003, in which we continued and strengthened our leading tradition in the development of tools and rendering of selective marketing services to top quality companies.



CRC

Dial Database Marketing



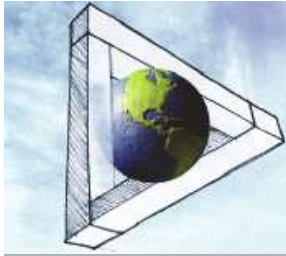


Dial Database Marketing

Human Resources

Recruiting and Training
Process

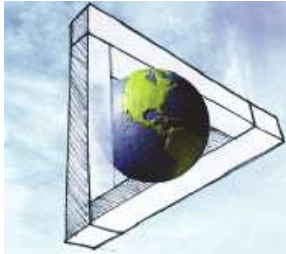




Human Resources Policies

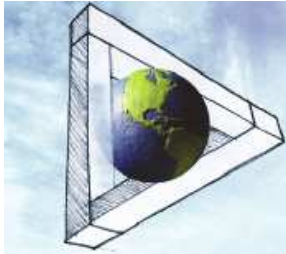
Quality in HR Management.

- ✦ Before joining the company, each candidate goes through a deep thorough recruiting process, developed and improved since the beginning of our activities, back in 1993. It's been certified under ISO 9002.
- ✦ This wide experience allow us to assure that the agent's profile completely accomplishes each specific campaign profile.



Recruiting Process

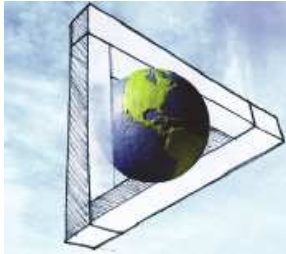
- ✦ We constantly invite candidates to join our database by publishing ads in newspapers and internet sites, as well as by the reference from ours employees.



Recruiting Process

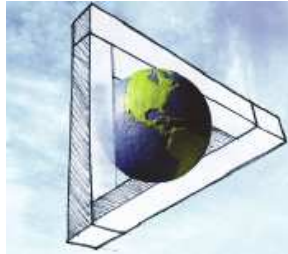
Three-Step recruiting process

- ✘ Telephone interview, where basic communication skills are evaluated
- ✘ Personal interview, to explore deeper communication skills and behavioral patterns
- ✘ Communication Skills and Neutral Spanish Courses: Agents are trained and tested in both and they have to achieve our standards to be able to join DDM.



Generic agent 's profile

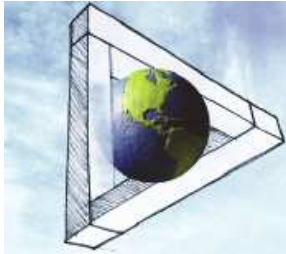
- ⊠ Aged between 20 - 30 years old
- ⊠ Complete secondary studies and college/university studies in course preferred.
- ⊠ Outstanding diction and articulation.
- ⊠ Excellent communication skills
- ⊠ Vocabulary richness and width.
- ⊠ IT knowledge.
- ⊠ Languages -depending on the campaign needs.
- ⊠ Previous customer care or sales background –not mandatory.



Personal abilities

Dial Database Marketing

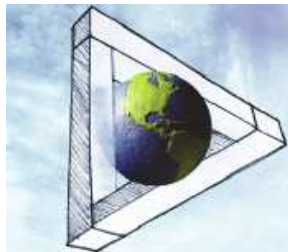
- ✘ Proactive, optimistic, high-tolerant to frustration
- ✘ Stable
- ✘ Self-controlled
- ✘ Resistant to pressure
- ✘ Organized
- ✘ Persuasive
- ✘ Empathic. Polite and correct.
- ✘ Good with sales skills



Job description

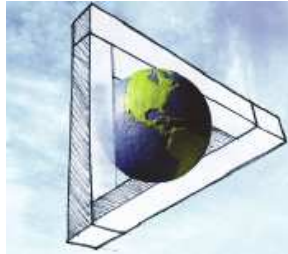
Agent 's have the authority and responsibility for:

- ✘ Achieving quality, productivity and successful results required by the campaign.
- ✘ Complying with instructions, reporting and communicating events to Team Leaders and Supervisors.
- ✘ Preserving confidentiality.
- ✘ Treating prospects correctly, strictly complying with telephone courtesy regulations, in general, and campaign scripts, in particular.



Product Training

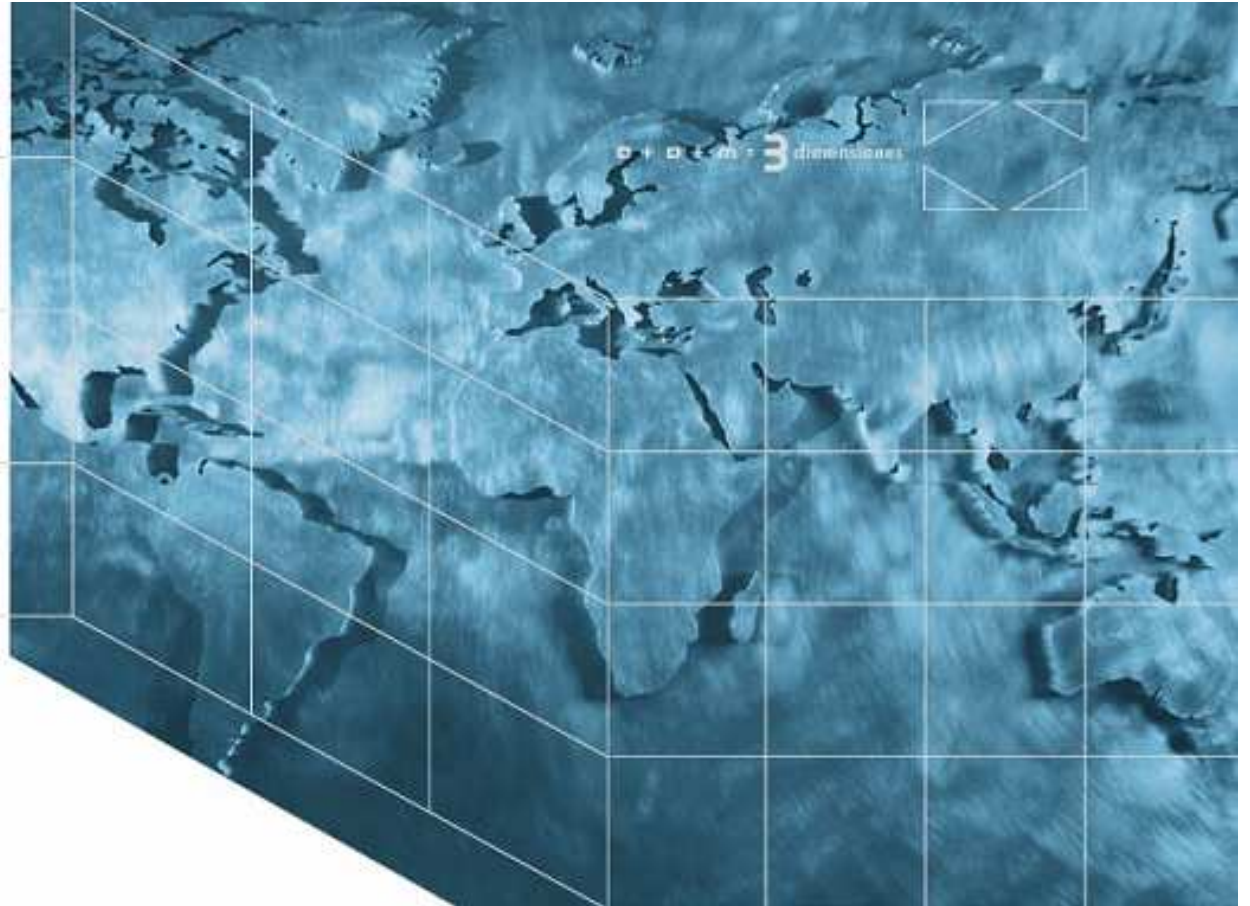
- ✦ Once all skills are verified, the candidate is hired by DDM, and begins his training period.
- ✦ Our training team teach agents how to become successful agents, including product details, campaign scripts and software application, so they can correctly align to the philosophy and goals stated for each project.



Product Training

- ❏ As a result of this, candidates turn into “expert agents” that:
 - ❏ Become communications professionals, with an outstanding expression ability.
 - ❏ Cause a very positive impression in the calls
 - ❏ Have a customer service orientation.
 - ❏ Are aligned with the goals of the campaign: This will imply enthusiasm and efficiency in each contact, that will lead them to successful results.

Dial Database Marketing



Quality Assurance

Start Up, Manual,
Script and Monitoring





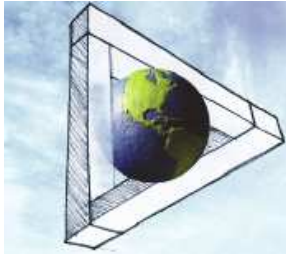
Start Up

- ✦ Manual of Operations and Script
- ✦ We guarantee to develop conversations with professional guidelines. Besides the kindness with which calls are performed, we test several plots, choose the most effective and develop the script, that unify the communicational principles for treating customers and prospects.
- ✦ We also create an operation manual that include additional and useful information to handle all kind of situations that might appear during the calls, i.e. FAQs and rebuttals for most common rejections.



Start Up

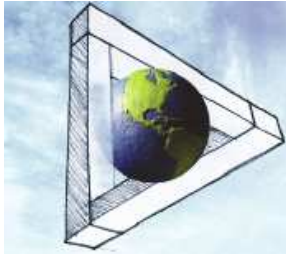
- ✦ As from standards set forth in the manual, we generate an operation script, which purpose is to guide the operators during each conversation.
- ✦ Both the manual and the script are created according to the information and guides received from each client that previously approve them.



Quality Monitoring

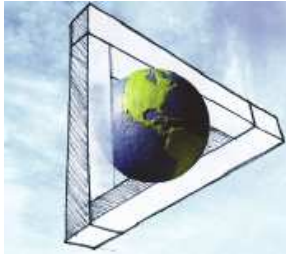
Call Monitoring

- ✘ We have set a quality management system that assures that our services constantly comply with client's requirements.
- ✘ We carry out specific tasks related to assure quality in the service rendered.
- ✘ Controls by means of monitoring of all transactions will be performed, to assure that they comply with client's requirements and objectives.



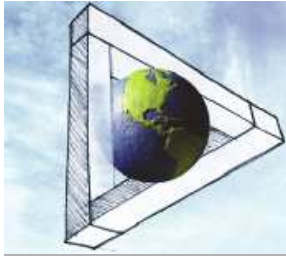
Quality Monitoring

- ✦ We have certified ISO 9002 methodology that consist of performing evaluations of a predetermined percentage of the transactions handles by each agent, randomly taken and in proportion to the existing types.
- ✦ A history log of these records is backuiped with the purpose of performing statistical analysis.
- ✦ The accuracy of the information transmitted in the call is the core of the QA evaluation.



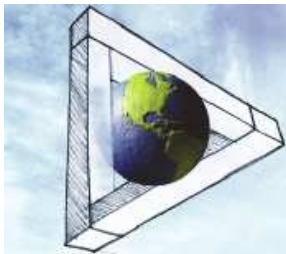
Quality Monitoring

- ✦ Results are frequently shared with the monitored agents, either in groups or individually, to ease self-perception of their quality level. QA team and supervisors work together in the improvement opportunities.
- ✦ If a call is not approved, an improvement procedure is immediately applied as from a "non-compliance" record, that determines a reinforcement training for the agent and a daily follow up, as well as the replacement if no improvements are shown.



Quality Monitoring

- ✘ The Quality Analyst team hold monthly calibration sessions to assure evaluation consistency.
- ✘ Once a month, this information is consolidated and analyzed in order to identify possible deviations. Calls and evaluations are stored with the same security measures as those applied to the whole quality system.



Quality Monitoring

- ✧ Within the same system, average speed of answer, pauses, history log of the calls and other performance records from IT systems are also monitored.

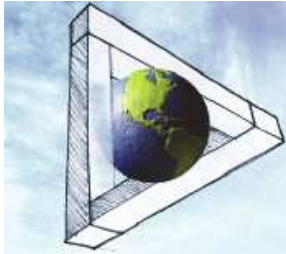


Dial Database Marketing

**IT
Department**

Software and Hardware



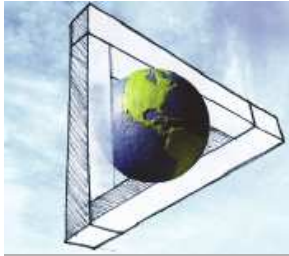


Equipment

- ✘ Below there is the detail of the equipment we have for rendering services:

Telephone and Data Transmission

- ✘ PABX
 - ✘ The PBX is Alcatel 4400, equipped with a software specially designed for call centers, with high volume of incoming and/or outgoing calls.
 - ✘ Today's available resources include:
 - ✘ PCM frames
 - ✘ Analog internal lines
 - ✘ Digital internal lines
 - ✘ Point-to-Point lines and connections by VoIP for clients requesting so.



Equipment

- ✦ The Alcatel 4400 equipment is responsible for distributing calls to available agents, in a quickly and efficient way. It is based on a call handling method (ACD).
- ✦ Our PBX allows to record different kind of messages during a call. We have a presentation message, a waiting message in case all agents are busy, and a deterrent message when the waiting period is considered excessive.



Power Supply

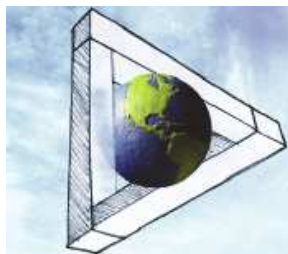
- ⚡ According to the service willing to render, these resources could be assigned by means of priorities and dynamic availability.
- ⚡ About the power supply matter, we have an emergency system that comprises UPSs and a power generator. Besides, our PBX has its own power source composed by a rectifier and a battery charger for 8-hour autonomy.



MIS

Software

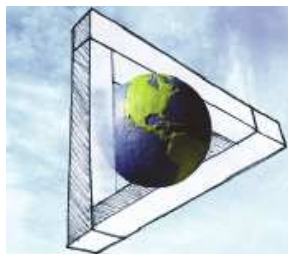
- ✦ The applications to be used will be defined by the client. Otherwise, agents will work with our own SIT application. Such application will allow to perform the necessary operations of the campaign as per the requirements.
- ✦ Our System Department will develop software tailored adaptations according to the needs of the campaign.



MIS

Dial Database Marketing

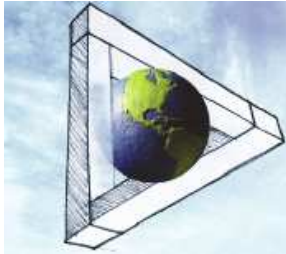
- ❖ In all cases, the data capture system will have useful information which will be registered in real time.
- ❖ All stored records will have their corresponding log (day and time, Agent Number, Classification of Call, and comments of all answered calls).



MIS

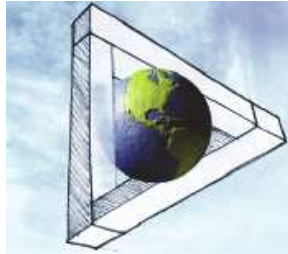
IT Network and Installations

- ✉ Dial Database Marketing possesses and works the offices located at Suipacha 268 Piso 1, Ciudad Autónoma de Buenos Aires.
- ✉ All installations have a structured cabling, with networks that could be physically or logically separated using 3COM technology hubs and switches.



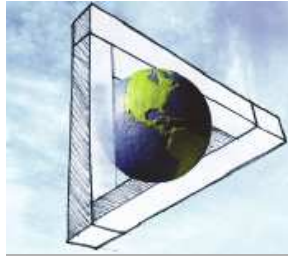
MIS

- ⚡ About the IT equipment, our applications are implemented on a client-server technology, using Windows 2000 or Linux as operating system, Windows NT networks, and SQL Server database engine.
- ⚡ As to the hardware level, we have servers with Hot Swap technology, and double XEON IBM processors, Hewlett Packard Net Server and Compaq Proliant, with Pentium Intel technology, configured with RAID disks (mirror) for security, with automatic back-up systems on DLT, DVD and DAT.



MIS

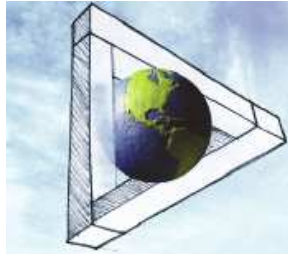
- ✦ At the present time, our installations have two Internet accesses through dedicated links, configured to be redundant in case of failures.
- ✦ Our own System Department performs the maintenance, installation, and network administration, as well as links and security accesses.
- ✦ The assignation of functionalities of cabling outlets in each position, whether for network or telephone, is performed at the data center in a special rack defined to house the corresponding patch cords.



MIS

Operator's Workstation

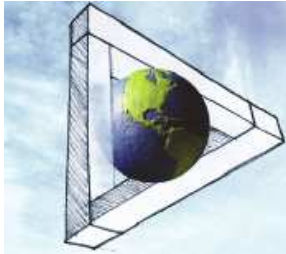
- Each standard workstation has a PC, monitor, keyboard, mouse, digital or analog telephone, headset, sound proof front panel, and ergonomic chair.



MIS

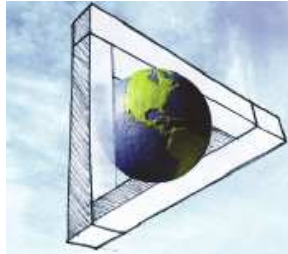
Data Security and Technical Support

- Information about contacts and customers is always confidential. Therefore, databases are protected from non-authorized use or public access.



MIS

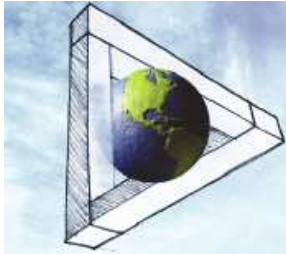
- ✧ The confidential material that is Generated or used by any involved area in the service is stored with the appropriate security levels, collected, and duly destroyed when it is no longer necessary, as well as any other physical paper.
- ✧ We commit to comply with all requirements required with the purpose of preserving the confidentiality of the information.



MIS

Access

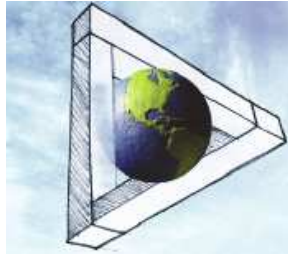
- ✦ We are in condition to provide controls related to access to physical or logical locations, so as to have them duly segregated.



MIS

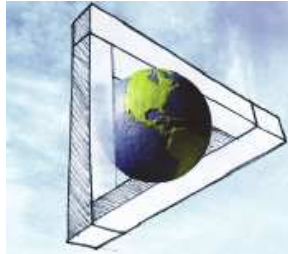
We also offer:

- ✘ A written commitment to protect the data provided.
- ✘ Data handling will be restricted to the teleoperation personnel assigned to the campaign, with different access levels, according to the security policy that assures complete confidentiality.
- ✘ Dial Database Marketing stands on the base that we do not provide databases, so we do not have listings nor keep copies of the lists generated during campaigns.
- ✘ Personnel CPUs have blind floppy drives.



MIS

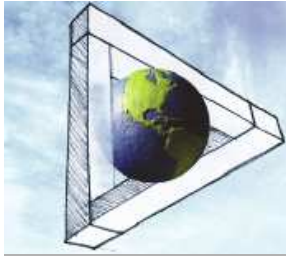
- ❏ Data security and integrity requirements shall be respected as to:
 - ❏ User assignation according to the function performed.
 - ❏ Password length and expiration policies.
 - ❏ Removal of users due to termination or automatic inactivity.
 - ❏ Access restriction of information to non-authorized individuals. IT security definitions for configuring remote accesses to the network through a firewall.



MIS

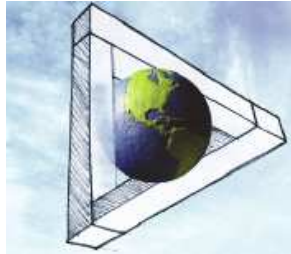
Data Center Security

- ❖ The data center is a restricted area, isolated from the Call Center area.
- ❖ Such location is constantly close and its access is restricted to the authorized IT personnel only.
- ❖ It also has an independent air conditioning system, and smoke detectors to control fires with an alarm system.



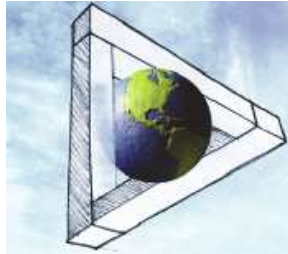
MIS

- ❖ Reports of password violations tries, login failures attempts differentiated by user's category.
- ❖ All necessary servers are powered by UPSs, that assure the operation until the connection of the power generator in case of failure of the power system.



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- ❖ The hole floor, including the data center, has the necessary fire extinguisher devices and the action process in case of fires and/or any other type of emergency.
- ❖ Data center cabling and distribution within the room is protected by wall ducts or ducts under the floor.



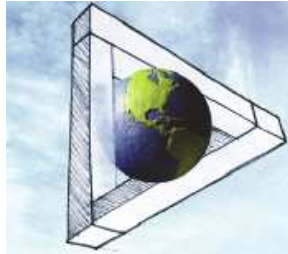
MIS

Files

- ✦ The documentation of any internal or external transaction shall be duly stored in physical or logical media to comply with clients', legal or taxing authorities requirements, setting forth specific retention periods according to the law in force.

Back Up Procedures

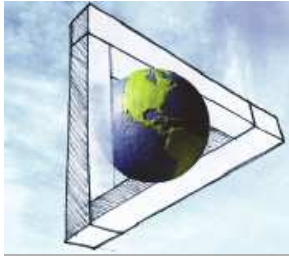
- ✦ We apply strict data back-up procedures, which are available for consultation.



MIS

Technical Support

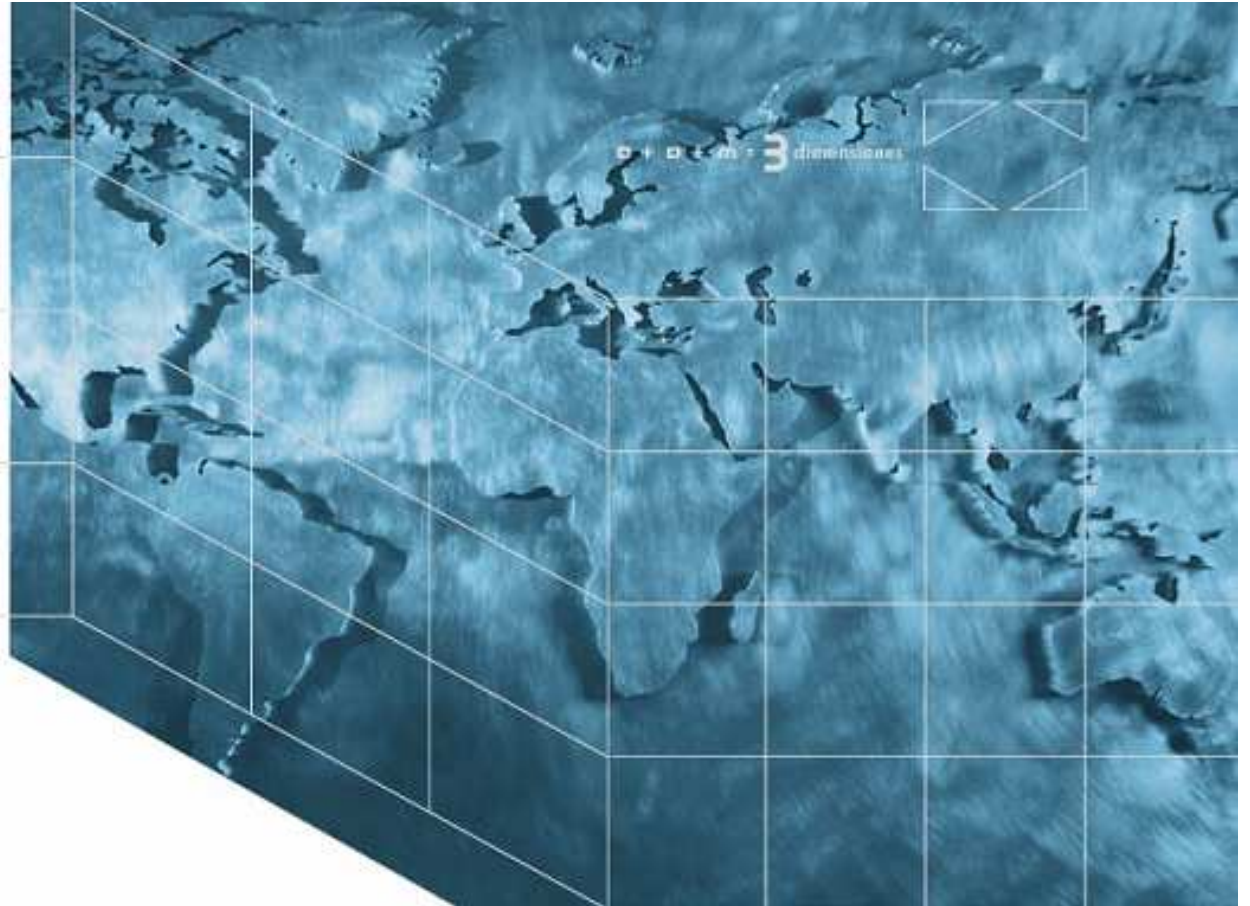
- ✦ We have our own hardware and networks maintenance personnel, that also develops and maintains their own information support systems.
- ✦ IT personnel has the knowledge and replacement elements to solve, in the shortest possible time, any support or maintenance problem that might arise.



MIS

- ✦ We also have computer equipment, both for servers and redundant workstations, to achieve the same service level.
- ✦ The present incident report implemented has been developed according to ISO 9002 standards to comply with the already obtained corresponding certification.
- ✦ MIS has personnel in charge of the help desk for hardware, network, telephone, development, implementation, and software support.

Dial Database Marketing



Reporting and Confidentiality





Reporting

- ✦ Efficiency/Productivity Reports
- ✦ We offer a wide range of reports which enable the correct and deep evaluation of the projects.
- ✦ On daily bases –or in any other stated period- we provide information indicating the number of handled calls, contacted prospects, efficiency and other important details.



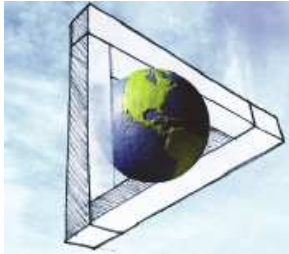
Reporting

- ✦ After finishing a campaign, we prepare a complete report of the action held, as well as the enriched database with a format that eases its use.
- ✦ We adapt any database format our client provides, as well as we can send them back according to any format specification.
- ✦ Received databases will be automatically and manually reviewed to assure data quality. Qualified information will be loaded into the database for its subsequent processing.



Reporting

- ⚡ At any time, real time- online reports can be accessed via web, showing standard indicators or any specific information our client needs to carefully monitor, i.e. Sales Amount, Units sold, Qualified Prospects, etc.



Measurement standards

- ✦ We focus our attention to all those gauges that allow the evaluation of each campaign, resulting in a complete view of the compliance level of objectives defined at the start.

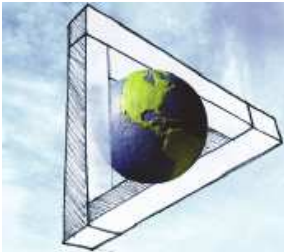


Dial Database Marketing

**More information
about us**

Main clients & Affiliations

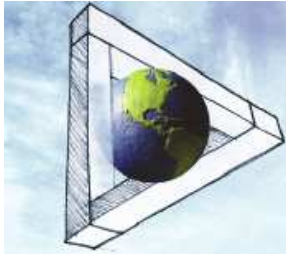




Some of Our Clients

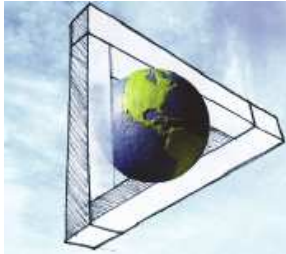
Dial Database Marketing





Affiliations

- ✦ We consider appropriate to mention that our company join:
 - ✦ Telemarketing Ethic Guide issued by the Direct and Interactive Marketing Association of Argentina (AMDIA).
 - ✦ The Deontologic Code issued by the Spanish Association of Telephonic Marketing (AEMT).
 - ✦ The Marketing Telephone Guides of the US Direct Marketing Association (DMA).
 - ✦ The Ethic Code of the American Telemarketing Association

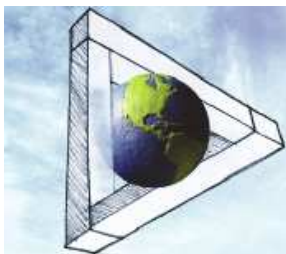


Affiliations

Dial Database Marketing

Our company develop
its Customer
Relationship Center &
Teleservices processes
pursuant ISO 9002
Standards, certified by
the prestigious Det
Norske Veritas.





Contact Information

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