



CUSTOMER SERVICE



TABLE OF CONTENTS

»» Available Services	3
»» Location and hours of Operation	4
»» RCC policies	5
»» Phone software	6
»» Standards of Operation	7
»» Quality Control	8
»» KPI's and Guidelines	10



RCC CUSTOMER SERVICE

Available services

» Quality customer service agents located in Mount Prospect IL and Manila Philippines

» Web chat engagement

» Email processing

» Inbound and outbound Surveys

» Appointment scheduling

» Data Entry

» Sales, upsells and retention

» Spanish speaking agents

» Script writing and retention scripts customized for your business

» Customer mail, chargeback handling and warehouse return entries

» Customized automated phone responses, and phone messaging available

» Overflow Calls

RCC CUSTOMER SERVICE

Location and hours of Operation

» Current Operation Locations:

- 20-25 Agents located in **Mount Prospect IL** with room for expansion.
- 10-15 Agents in Manila Philippines with room for expansion.
- Quality Control Supervisors in each facility.
- Trainers located at RCC and in Manila.
- Data and Reporting Team (D.A.R.T.) for all reporting requirements.

» Hours of Operation

- Customer Service hours can vary by client.
- Mt Prospect is currently open M-Sat 8:00am to 6:00pm CST. Hours can be expanded upon client request.
- Our Philippines Center is open Monday to Friday 7:00am to 7:00pm and Saturday 8:00am to 5:00pm CST.



RCC POLICIES

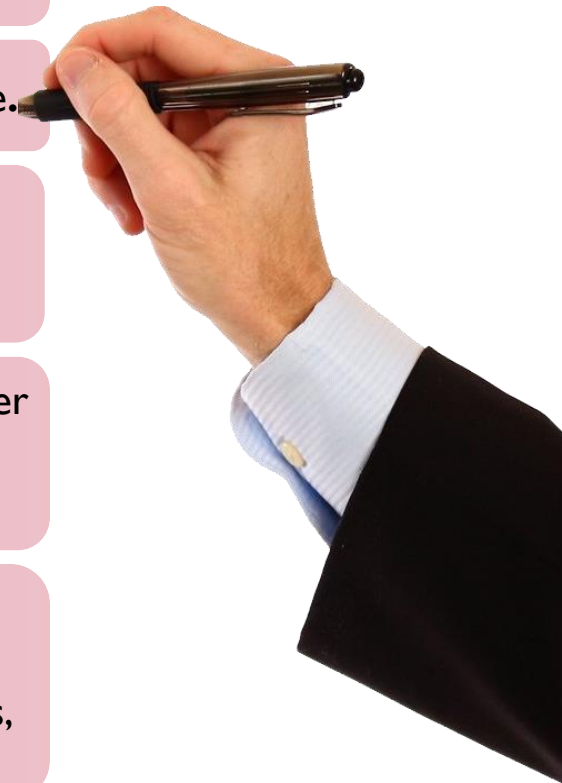
» Agents will answer the phone with a custom **dedicated greeting approved by client.**

» All calls are answered in a **courteous and friendly** tone of voice.

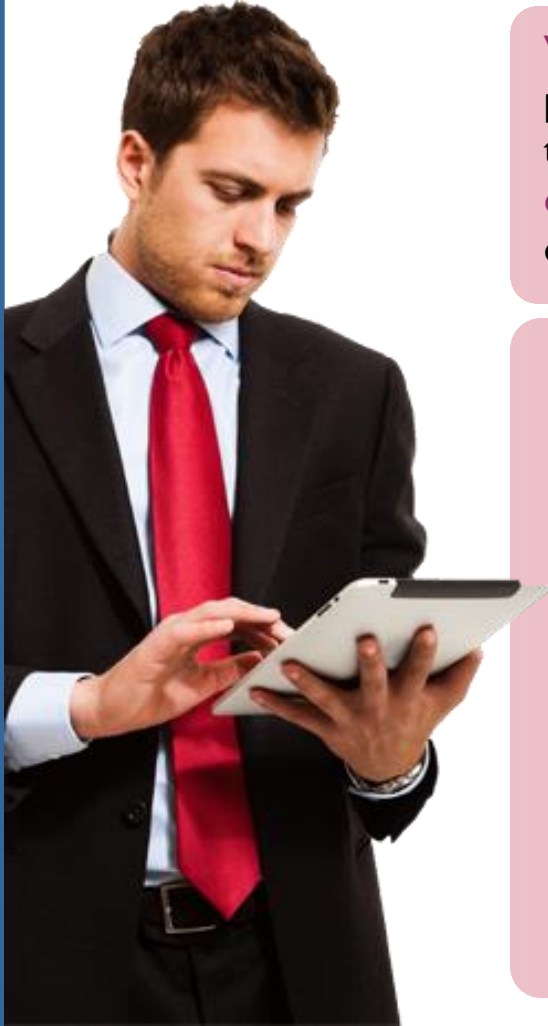
» Customer **Service Agents can be dedicated** to your business and **not shared with other clients** based on volume or shared for a discounted per minute rate.

» Along with a general Account Manager, RCC will assign a Customer Service Supervisor who will ensure all quality guidelines, training procedures, and service levels are being handled within standards.

» In addition to regular phone reporting, **quarterly business reviews** can be performed (at the clients request) to provide a summary of all areas such as ASA, abandons, staffing, quality scores, challenges encountered and any other opportunities that arise.



RCC PHONE SOFTWARE



Vonage phone system and **Call queue**. This system is a Vonage VOIP phone system and is 100% stored in the cloud to ensure there is no down time. If for some reason the system goes down or for any disaster, **RCC can quickly route the calls to any location within minutes**, including our back-up center in Manilla or route all calls to cell phones.

The RCC Call Centers handle between **1,000 and 3,000 calls per day**. With our Vonage automated call distributor system, **we can control what type of call an agent receives**. Our system allows us to manage our calls and agent resources more effectively while increasing productivity and cost effectiveness. **We can control what percent of calls go to each of our centers** for each 800 number. We can provide in depth call center data, such as:

- Number of calls received, answered, and abandoned
- Number of available agents
- Average talk times, average speed of answer or average abandon time
- Service level percentages
- *Much more*

KEY PERFORMANCE STANDARDS OF OPERATION

RCC is committed to a high level of customer service. We make our best effort to satisfy all the needs of our customers and clients.

The RCC performance standards are based on overall industry standards.

- 80% of calls are answered within 20 seconds
- Average speed of answer is less than 30 seconds on a weekly average
- Average talk time is 3.0 to 4.5 minutes
- Abandon rates are below 5%
- Escalation calls are handled immediately.
- Escalation call backs are handled within 24 hours.
- Each of the above can be customized to meet our client's needs.



QUALITY CONTROL

» Both the U.S. and off-shore call centers use a monitoring and recording QA system. This **system records 100% of the calls**. Pre-recorded **calls can be located through various criteria** such as date, time, agent's name, call ANI, order number, etc.

» The QA Supervisor will **fill out a scoring form while listening to live or recorded calls**. The system provides detailed reporting on agent scores, as well a question performance and how many calls each QA Supervisor reviews along with their performance. Details and samples of all these reports can be provided when requested.

- All agents **are monitored on a regular basis**
- Agents with unsatisfactory scores are monitored daily
- Agents with regular **unsatisfactory scores** are either **terminated** or **moved** to another more suitable program for their talents



QUALITY CONTROL



SAMPLE MONITORING FORM



Name: _____
 Account No.: _____
 Evaluator: _____

Date: _____
 Score: **100%**
 Type of Call: _____

QUALITY MONITORING FORM

CALL OPENING (5 points)	5.00
Identify self and company (2pts)	Y
Open the call within 5 seconds (3pts)	Y
RESOLUTION (30 points)	28.00
Identify the customer's concern correctly (7pts)	Y
Ask appropriate questions (6pts)	Y
Provide complete and accurate information or resolution (8pts)	Y
Document the call correctly (7pts)	Y
VERIFICATION (10 points)	10.00
Verify the customer's address and zip (4pts)	Y
Verify the customer's first and last name (3pts)	Y
Verify other customer information, as necessary (3pts)	Y
CALL HANDLING SKILLS (25 points)	25.00
Professionalism (7pts)	Y
Acknowledgment and willingness to help/Empathy (6pts)	Y
No dead air (7pts)	Y
Follow proper hold/transfer procedure (3pts)	Y
Has call control (3pts)	Y
COMMUNICATION SKILLS (25 points)	25.00
Listen attentively to the customer (6pts)	Y
No unnecessary fillers (2pts)	Y
Tone of voice (4pts)	Y
Pacing (7pts)	Y
Language proficiency (3pts)	Y
No overtalking or interruptions (3pts)	Y
PROPER CLOSING (5 points)	7.00
Offer further assistance (3pts)	Y
State name and thank the customer (2pts)	Y
Proper Branding (2pts)	Y
DEMERIT	0.00
<i>Customer asked for a supervisor due to agent's call handling</i>	
<i>No documentation</i>	
<i>Unprofessional conduct</i>	
<i>Use of profanity</i>	

COMMENTS

KPI'S & GUIDELINES

»» KPI's (Key Performance Indicators)

RCC requires weekly KPI's showing ASA, abandon %, talk times, agent efficiency ratios and total calls handled. We calculate various KPI's for each client based on their unique requirements.

»» General Customer Handling Guidelines:

- Our standard is to have a “one call handles it all” resolution. Agents will have the ability to look up orders in our CRM database to answer all relevant questions regarding an order or place an order when needed.
- Agents can issue full refunds through our clients database, issue a replacement order, check on ship dates, check on order dates, pricing, taxes and more.
- Customers wanting credits or refunds can be handled immediately in our system based on the client rules and procedures.
- Credits issued in our system will go out on a daily basis to the processor for refund.
- Orders can be placed directly into our system for immediate processing and access.

FINAL THOUGHTS

- » RCC takes customer service very seriously. We have the systems, processes and experienced staff in place to provide a friendly and affordable customer service solution.
- » RCC will give you and your customers the personal attention it deserves.
- » RCC will provide competitive rates for large and small clients. Please contact us anytime for a quote at 800-637-5680





Thank you very much for reviewing the RCC customer service presentation!