

CORPORATE OVERVIEW

HOSTED CONTACT CENTER SOLUTIONS



Hosted Contact Center Solutions for Customer-centric Businesses



Revolutionizing Communications

Enterprises are burdened with expensive, disparate communication solutions that limit flexibility in resource utilization and management options, and often provide different customer experiences. These enterprises are faced with savvy consumers who will take their loyalty to a competitor after a bad interaction. Communication is still key and if not done well, very costly. Connecting people with information more quickly and intuitively increases customer loyalty and reduces overall operating costs. If these are your goals, USAN is ready to help you meet and exceed them.

Innovative. USAN Cloud, SaaS, and Managed Services contact center solutions help you stay ahead of your competition while reducing capital costs and improving operating flexibility and efficiencies.

Reliable. World-class client service and 24x7x365 customer support. USAN's redundant data centers deliver 99.99% seamless and consistent service across locations and groups, so there are no stranded investments due to a location fault.

Centralized. Interact, integrate and modernize your contact center strategy from system management to customer experience differentiation – no upgrades required. USAN eliminates obsolescence with our hosted solutions and allows unfettered access to a full feature solution set no matter where your data or agents are.

We help some of the world's largest enterprise businesses and telecommunications carriers revolutionize their communications approaches. Our hosted products and services eliminate the need to "overbuild" a contact center infrastructure and corresponding operations. For more than twenty years, USAN's hosted solutions, innovative technologies, and experienced resources have enabled enterprises to provide a better customer experience at a lower cost than with traditional, premise-based solutions.

USAN FAST FACTS

Founded: 1989

Headquarters: Norcross, Georgia, with offices and nodes throughout the United States

Products/Solutions:
Comprehensive multi-channel hosted contact center platform with speech-enabled and touch-tone IVR, ACD, IP PBX, Outbound Dialer, Workforce Management, Quality Management, Advanced List Management and IVR Vision

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The Essence of Communication: Hosting the Contact Center

Enterprises and carriers that utilize USAN hosted contact center solutions connect people with information quickly and intuitively while increasing customer loyalty and reducing operating costs. USAN provides a comprehensive portfolio of cloud-based contact center products — flexible network-based interactive voice response (IVR) systems, IP PBXs, outbound dialers, and automatic call distributors (ACDs) — built upon a fifth-generation carrier-grade infrastructure that delivers proven scalability and "five nines" of availability.

USAN has built one of the most robust, scalable, hosted contact center technology platforms available today — one that is refined and enhanced on an ongoing basis. The technology platform and network nodes are supported and monitored 24x7x365 by our Network Management Center (NMC) and our disaster recovery site.

The combination of customization capabilities, innovative technologies, exceptional customer service and robust switching platform make USAN the provider of choice for enterprises of all

sizes. We excel for companies across a range of industries and pride ourselves on providing a leading SaaS offering for those who have multiple, geographically distributed call centers; utilize a work-at-home model for some or all of their agents; require superior continuity and contingency planning; experience fluctuating customer demand; and have diverse agent skill sets and staffing requirements.

Embracing a Leader

USAN has set the bar in delivering world-class solutions. Our broad array of cloud-based contact center solutions can be tailored to meet the specific needs of today's evolving enterprises, at a fraction of the cost of premise-based solutions.

Call Center Service Scalability: Scale USAN's entire SaaS platform and customers' agent pools up or down depending on the changing requirements of the business in regards to functionality, seasonal or peak-call periods, and business objectives.

Flexible Contact Center Technology Integration: Adopt and try out new functionality without investing significant time or capital. This reduced risk enables businesses to better fine-tune services to meet the needs of their customers and achieve their business objectives.

Workforce/Call Center Optimization: Improve operations and maximize effectiveness through superior visibility into and control of agent scheduling, monitoring and performance, as well as call-flow data tracking, application management and more.

Phone Carrier Network Neutrality: Leverage USAN's ability to integrate with multiple carriers for more effective planning and trouble management processes, ensuring adequate call capacity and quick trouble spot identification across the platform, enterprise resources, and carrier networks.

Comprehensive and Secure

At USAN, we understand that your customers are your biggest asset. They must be handled with care, provided personalized attention, and grow to trust your brand in order to establish an ongoing relationship. A critical part of gaining trust is ensuring they can communicate with you anytime, anywhere, while knowing their information is secure. USAN's fully hosted architecture delivers on the promise of a complete, single-source, flexible, scalable contact center solution that puts your customers' experience first.

The USAN platform consists of a set of modular and expandable switches, universal switching processors (USPs), voice response units (VRUs) and adjunct processor systems, making our platform exclusively designed to be scalable and easily adjustable to your changing business demands. USAN's USPs seamlessly manage time division multiplexing (TDM) to Internet protocol (IP) conversion — and vice versa. The USPs also manage voice extensible markup language (VXML) application integration, in addition to standard switching functions.

USAN's data security is delivered through stringent authentication requirements, secure database partitioning, firewalls, multi-level anti-virus protection, intrusion detection systems, and 7x24x365 monitoring by network engineers. Physical security is controlled by card-key access, security system logging, security personnel, and regular audits of access lists. In addition, USAN is experienced in meeting even the most stringent industry compliance requirements, such as HIPAA and PCI, for our clients.

Our professional administrators and network engineers oversee all aspects of the USAN infrastructure, networks, contact center software, and customer performance seven days a week, 365 days a year. We are committed to consistently delivering carrier-grade performance and reliability to every one of our contact center customers.



"By 2013, at least 75% of customer service centers will use a form of SaaS."

Gartner

Magic Quadrant
for CRM
Customer
Service Contact
Centers
April 2009

The USAN Difference

Compared to premise-based solutions, the USAN hosted contact center provides many advantages, including the flexibility to efficiently service the undulating requirements of an enterprise in a cost-effective manner by enabling them to pay for services on an as-needed basis. With USAN, companies can free themselves from planning for hardware and end-of-life issues, remove burdensome maintenance costs, eliminate the need for continual software revisions, and reduce much of the required hardware and software resources typically required with premise-based solutions.

This brings costs down considerably around:

- Network connectivity
- IVR ports
- Speech recognition and other software licenses
- Equipment, power, and space
- Environmental controls
- VXML licenses and servers
- Monitoring and trouble reporting
- Training and administrative expenses
- On-site personnel, developers, and other human resources

USAN's hosted platform enables enterprises to reduce capital expenditures, improve service level agreements and customer satisfaction, and realize the benefits of a flexible solution that adapts to their unique and changing requirements.



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