

Making it Easy to Get the Best Results

Varolii Client Advantage maximizes your results through customized support, continual improvement and best practices.



Reaching and eliciting a response from as many customers as you can are your primary goals when using automated communications. In order to achieve the results you envision, you'll need a communications expert to help optimize your solution as your needs grow and evolve. That's why we created Varolii Client Advantage.

Varolii Client Advantage makes it easy to partner with Varolii to make sure that your applications run flawlessly and deliver the results you need. Whether you're looking to improve on your current approach or completely rethink your communications strategy, Varolii Client Advantage provides you with the guidance, resources and best practices necessary to implement solutions that get results. Key program elements include:

CLIENT ADVOCATE

Your Advocate is an expert who partners with you to translate Varolii's technology and best practices into effective solutions that meet your business goals. Using experience gleaned from 5.3 billion interactive communications for a variety of clients, your Advocate analyzes results and looks for trends that might warrant further investigation. Based on findings and Varolii best practices she might recommend tuning your script, call flow or IVR navigation to improve results. Through regular reviews, your Advocate continually updates you on performance and provides guidance on refining your contact strategy for optimal results.

FLEX HOURS

Flex Hours are a quarterly allocation of hours that can be used at your discretion for most projects requiring professional services work and allow you to refine your solution performance over time to achieve even better results. Some examples of how you might use your hours are:

- Modifying message content
- Changing IVR flows
- Updating transfers or menu options
- Adding new features or capabilities
- Tuning engagements with Varolii's Media Services Group

ANALYSIS & REVIEW

Varolii Client Advantage includes two types of reviews to provide you with regular insight into your solution's performance:

Monthly Operational Reviews: Your Advocate analyzes performance and provides details on elements such as how well customers are interacting with the application, how well transfers are going through to your contact center, and how well your solution is performing over time.

FOUR KEYS TO YOUR ADVANTAGE

1. Client Advocates — your partner for solution success
2. Flex Hours — flexible access to Varolii Professional Services
3. Analysis & Review — regular insight into solution performance
4. Technical Support — 24x7x365 phone and online support

“The Varolii team has been outstanding to work with. They have a lot of knowledge and best practices, and know what has worked in the past for other customers.”

-Rob Shapard, Unitrin Direct

Contact Us:

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info@Varolii.com

Quarterly Business Reviews: your Advocate coordinates with your Account Team to provide a strategic overview of prior quarter results and recommendations for improvement going forward. You'll learn how well your solution is performing compared to your industry peers and how your strategy can be tweaked to optimize results.

TECH SUPPORT

24 hours a day, 7 days a week, 365 days a year, Varolii's technical support group stands ready to keep your Varolii applications running at peak efficiency.

Varolii Client Advantage in Action

To help you better understand how Varolii Client Advantage can improve your results and make it easier to do business, let's look at three typical scenarios.

A NEW IMPROVED STRATEGY

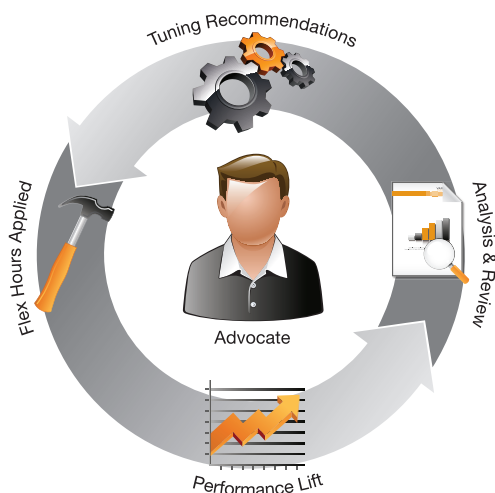
During your Quarterly Business Review, your Advocate notices that your payment rates are much higher on mobile vs. landline numbers. He suggests increasing the number of calls to mobile numbers and even adding an SMS component to your contact strategy. As a result, you see a substantial increase in payment rates.

A LIVE ANSWER ANOMALY

In your Monthly Review, your Advocate points out that the number of live answers from your solution has dropped substantially. He has already investigated and found an issue that was easily resolved. The result? Minimal business impact as your solution is seamlessly updated.

A CALL NOBODY HEARS

Based on Peer Report analysis, your Advocate believes you are not getting the highest level of response from your customers. Following Varolii best practices, the Advocate recommends changing the number of times you attempt to reach the customer along with a script change. She then sets up a meeting between you and Media Services to collaborate on the script revision to improve your results.



Client Advantage for Maximum Impact

Your Varolii Client Advocate Helping you drive maximum results through:

- Trend detection — are there any patterns or anomalies that indicate a potential issue?
- Modifications & tuning — how can we tweak the script, tone, call flow, etc. to optimize performance?
- Performance analysis — how well is the solution performing now that we've made some changes?
- Review and recommendations — based on findings and best practices, let's adjust the strategy this way.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

VAROLII
CORPORATION®