



PREDICTIVE DIALING BLUEPRINT



PowerStation²
predictive dialing systems



STAR MAKER

EVERY TELEMARKETER IS A POTENTIAL SUPERSTAR CLOSER GIVEN RIGHT THE MOTIVATION AND DISCIPLINE. Years of developing predictive dialing and sales automation software has placed our software engineers in the trenches of hundreds of call centers, assigned to learn the selling habits of thousands of telemarketers and discussing the requirements of hundreds of call center managers. One fact has become exceedingly clear - the superstar closer is the always the telemarketer that makes the most calls and makes the most of each call. PowerStation is designed to significantly increase the contact rate of the novice telemarketer and place all of the scripts, rebuttals, forms, etc. required to make the sale consistently. **You do the hiring and training PowerStation will do the rest.**



From the bottom up, PowerStation was built to deliver the performance that your call center requires to eliminate the competition and move your telemarketers towards STAR CLOSER STATUS. The software is designed to run un-interpreted; meaning it will run faster, will be more stable (read PowerStation doesn't crash) and will remain firmly in the state of the art because it is portable and scalable. Our choice of hardware from our DELL servers to our COMPAQ workstations echo our commitment to stability and quality at affordable prices. PowerStation is truly revolutionary because we empower your organization to leverage the power of predictive dialing with a robust set of baseline tools that are expandable to meet the needs of your enterprise.

POWERSELLING

AGENT INTERACTION

PowerStation delivers an unprecedented level of communication at your TSR's fingertips. Every modern communications medium from fax, e-mail, Java based chat capabilities and of course crystal clear voice communications are only a mouse click away. This level of flexibility gives your enterprise the power to communicate with clients on their terms.

MANAGEMENT MAPPING MAGIC

Call center management has traditionally been an exercise in predicting the future with less than precise tools for monitoring current call center activity. PowerStation brings a new era to the enterprise by delivering tools that act as maps to your call center's terrain. Our solution begins with industry standard reports such as lead penetration, call length, closing ratios

and call auditing. PowerStation extends this basic arsenal with 21st century tools such as real time campaign creation from multiple list sources, call disposition reports that sort by multiple variables (time of day, day of week, timezone, etc) and a host of powerful tools that allow you to look at your

BACK OFFICE SOLUTIONS

Imagine having the power to create complex, rapid development operations that plug directly into your predictive dialer. Travel agents write an application that instantly confirms hotel reservations, fax hotels your confirmations & client itineraries and send the customer (who is still on the telephone) a confirmation e-mail. PowerStation gives you the capability to develop the solutions that your company requires faster by providing all of the traditionally difficult coded, tested and implemented within a framework that is truly open.





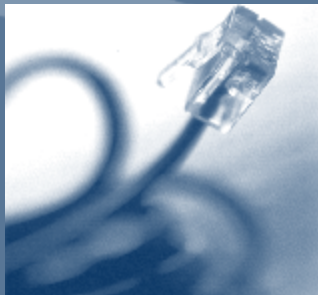
CORE FEATURES

- ▶ Create campaigns, projects and call lists from multiple lead sources and track the results
- ▶ Monitor and coach each agent's conversation through a handset with the click of a mouse
- ▶ Generate real time reports of each agent's performance and call center activity
- ▶ State of the art Microsoft Windows 2000, Dialogic hardware and ChaseData software engineering (Microsoft Windows Advanced Server 2000, Dialogic SCSA telephony boards, Microsoft Windows 2000 workstations and Microsoft SQL Server database engine)

03

▶ automate virtually all center functions and reporting ▶ create custom applications that easily plug into PowerStation

ChaseData Corp. **GIVES YOUR CALL CENTER AN UNPRECEDENTED ADVANTAGE**



SUBTLE INCREASES IN EFFICIENCY RESULT IN INCREASES OF TELESales COMPENSATION

- ▶ increase contact rates by over 500%
- ▶ improve closing ratios
- ▶ reduce 'bogus' lead qualifications by reducing the mundane nature of manual dialing
- ▶ promote and organizational commitment to telesales as a career

Predictive dialing can help your business improve its outbound telemarketing efforts. Using a computer system, it enables call to be placed automatically - without manual dialing. Predictive dialing selects the person to be called from a database and dials the number, utilizing industry-leading voice detection technology to differentiate a live voice from an answering machine. The PowerStation predictive dialer then forwards the call to an agent/TSR only when a live voice answers the call.

PowerStation can help increase productivity by intelligently screening out answering machines, voice mail, busy signals and incomplete calls to anticipated agent availability. PowerStation Predicting Dialing Systems improve agent productivity thus increasing your bottom line profits.

POWERSTATION EMPOWERS YOUR ORGANIZATION TO LEVERAGE THE BIG THREE EFFICIENCY RESOURCES

1. INCREASE PRODUCTIVITY - On average agents/TSRs that dial manually talk to customers for 25 minutes per hour. The rest of the hour is spent dialing or answering unproductive calls. With PowerStation agents never have to worry about such tedious tasks as: reaching answering machines, reaching fax machines & pager, etc. They spend up to 55 minutes of every hour talking with your customers, promoting your products and increasing their commissions & incentives.

2. MINIMIZE STAFFING - Because agents are able to spend more time talking and less time dialing or following the paper trail manual dialing can leave behind, your company can increase employee productivity and reduce or reallocate staff. PowerStation also facilitates single point sale/survey verification by allowing you to move your best closers into 'verification or upseller's roles, thus increasing the solidity of sales made through the predictive dialer.

3. REPORTING RESOURCES - PowerStation's report capabilities are second to none. With PowerStation your managers can gain access to critical information on the performance of their call centers/ departments/campaigns. Managers have instant access to tools that will allow them to measure each agent/TRS' productivity and can monitor their conversations for quality assurance purposes.



NET RESULT: Significant positive impact on revenue.



POWERSTATION

EFFICIENCY EXPERT

PowerStation is a truly unique product because from the moment of installation it yields a profit by increasing your call center's contact rate and lowering management costs. This fact coupled with its wide array of standard data management, personnel management give you the tools that will continue to grow with your integration of the core system into your daily operations. PowerStation's primary strength is its ability to meet your call center/data processing expectations. Imagine a system that will not only perform the tasks that you require on day one but also has the as yet untapped potential to meet complex future requirements. Efficiency is economy of exertion and PowerStation assists in the effortless management of call center management. Operators make more calls, reach more clients resulting in more sales. At the same time management functions are streamlined to simple mouse clicks to perform tasks such as coaching, sales tracking, script and lead management. What could be more efficient. **PowerStation predictive dialing systems.**

▶ significantly increase your contact rate ▶ customize for your industry or call center needs ▶ fewer employees more calls



MANAGEMENT FEATURES

- ▶ Realtime reporting on agent talk time, connect time and wait time
- ▶ Campaign reporting that allows you to see how well a campaign is doing during the current calling session, contact rates, sales, appointment rates and collection rates
- ▶ Campaign partitioning, managers can create sub campaigns within campaigns. For example campaign "X" has 40,000 records of which 5,000 have answering machine & no answer dispositions and they have been called more than 4 times. Managers can easily create using advanced wizards to create a "weekend" campaign based on the parameters listed above.

CONTROL YOUR CALL CENTER COSTS

How efficiently a company manages leads, agents and campaigns will determine the success of its telemarketing operations. Couple that fact with the seamless integrated workflow of back end data systems provided by PowerStation and you have a solution to be reckoned with. Traditionally, the most volatile of cost sectors include: long and expensive training periods, low productivity, high employee turn over, and system down time frequently contribute to revenue losses. Other systems while they increase contact rates, do nothing to facilitate integration of call center activity within the broader enterprise. PowerStation incorporated revenue enhancement measures such as open data integration, robust multifaceted reporting and an on going design credo that empowers users to expand the capabilities of the PowerStation solution. PowerStation provides one simple solution for many complex problems.

CUTTING COSTS ARE NOT THE ONLY PATH TOWARDS GAINING GREATER PROFITS.

Increasing the motivation and efficiency of employees has traditionally resulted in significantly greater profits for the enterprise. Top performers in telemarketing operations have traditionally regarded their professions as careers rather than as 'jobs.' PowerStation reduces the monotony of manual dialing and increases the customer contact rate.

PowerStation empowers every TSR with state of the art communications tools that were only available to Fortune 100 companies. Standards of 21st century communications such as fax, e-mail, web based chat, etc. are elegantly incorporated into PowerStation. Combine this with PowerStation's ability to deliver more contacts and you have a single call center solution that will result in more sales for virtually every TSR.



PERSONNEL MNGT FEATURES

- ▶ Create campaigns, projects and call lists
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- ▶ Generate real time reports of each agent's performance and activity
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05

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POWERSTATION DELIVERS AN OUTSTANDING RETURN ON INVESTMENT



INDUSTRIES SERVED CURRENTLY BY POWERSTATION PREDICTIVE DIALING SYSTEMS

- ▶ cable television
- ▶ communications/cellular
- ▶ financial services
- ▶ home improvement
- ▶ healthcare providers
- ▶ insurance
- ▶ newspapers
- ▶ not-for-profit organizations
- ▶ vacation, resort and travel
- ▶ security and alarm

POWERSTATION EMPOWERS

INCREASE CONTACT RATES BY 300% WITH THE CLICK OF A MOUSE

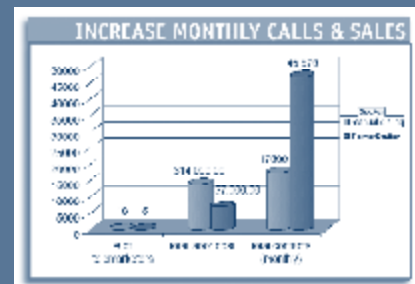
Within 3 months of purchase PowerStation will yield significant returns on the initial investments. Leveraging extremely high contact rates, streamlined scripting, reporting and enterprise wide data integration, your financial. Gains will

begin in the call center and spread throughout the company. Increasing the motivation and efficiency of employees has traditionally resulted in significantly greater profits for the enterprise. Top performers in telemarketing operations have traditionally regarded their profession as a career rather than a 'job.' PowerStation reduces the monotony of manual dialing and increases the customer contact rate.

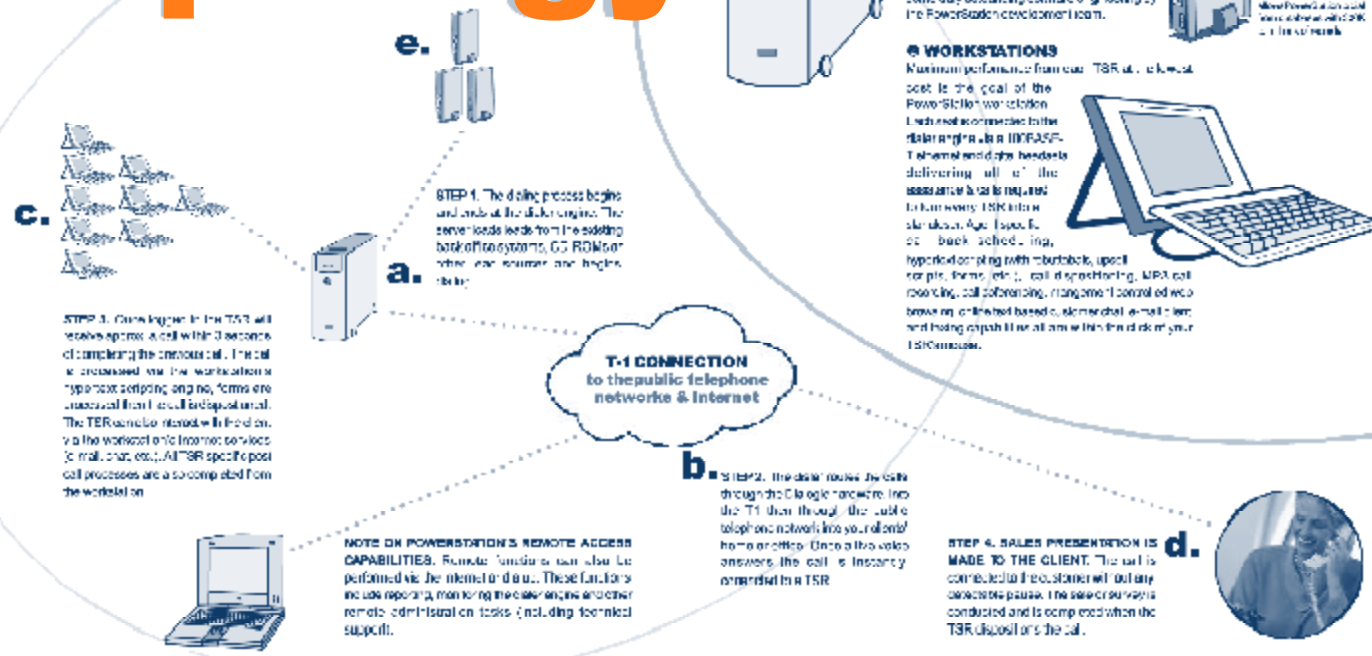
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UNPARALLELED DATA PORTABILITY & INTEGRATION = HIGHER R.O.I.

Whether your call center uses a legacy host system, a client/server based system or a hybrid, PowerStation can be configured for seamless integration into your current computing and communications environment. Powerstation is a sound solution that will integrate with all aspects of your business from sales, marketing, production and order processing to inventory & accounting. PowerStation does not use proprietary data structures or protocols that make it impossible to access outside of the call center. Our use of Open standards such as Sybase, SQL, TCP/IP and other proven technologies gives your company bullet proof data security with an astonishing level of data accessibility throughout the enterprise.



POWERSTATION NETWORK topology



STANDARD SYSTEM CONFIGURATIONS

□ SMALL OFFICE EDITION

The demands of a small telemarketing operation are every bit as mission critical as the largest multinational call center. PowerStation Small Business Edition is built on the same rugged PowerStation Dialer engine core as all of our solutions. Bullet proof continuous operation with zero percent downtime, scalable up to 50 workstations, a full host of import/export and reporting features make the Small Business Edition the logical choice for any small call center evaluating predictive dialing implementation.

- optimal workstations:** 4-8
- dialer engine:** PowerStation 2
- SQL Server:** Personal
- OS:** Windows 2000 Professional
- lines:** 12 max
- system:** Analog (no T-1 upgrade avail)
- price:** Starting a \$16k

□ PROFESSIONAL EDITION

As your company grows you demand a predictive dialing system that can grow with you. The Professional edition enhances the predictive dialing environment by opening call records, lead databases and allowing direct SQL access to the entire enterprise. PowerStation Professional integrates easily with various back office applications via DDE and OLE effectively allowing unheard of inter-portability of your leads database with existing applications.

- optimal workstations:** 8-16
- dialer engine:** PowerStation 2
- SQL Server:** Professional
- OS:** Windows 2000 Professional
- workstations:** Dell (3 year on site warranty)
- lines:** 16 max
- system:** Analog (T-1 upgrade avail)
- price:** Starting a \$26k

□ ENTERPRISE EDITION

When your operations require global access to your call center's data it is time for PowerStation Enterprise. Imagine the applications you will develop by having access your enterprise data via web browser from any point on the Internet. Generation 3 point of sale software for field representatives, remote local call center configurations (using high speed data bandwidth to create specialized call center in specific geographic areas aka remote dialing) and a host of integration options are at your finger tips. The Enterprise edition also increases performance by allocating 100% of processor time for each of the components of the PowerStation system. Each module (SQL server/web server and Dialer Engine) is housed in a separate computer to achieve 100% efficiency

- optimal workstations:** 16-48
- dialer engine:** PowerStation 2
- SQL Server:** Enterprise Edition
- OS:** Windows Advanced Server 2000
- workstations:** Dell (3 year on site warranty)
- lines:** 12 max
- system:** Digital T-1
- price:** Starting a \$46k



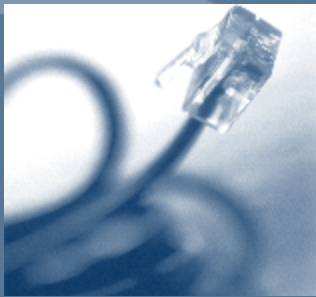
HARDWARE FEATURES

- ▶ internal & external transfer of voice and data
- ▶ conference
- ▶ agent e-mail
- ▶ digital recording for verification and quality assurance applications
- ▶ web based scripting
- ▶ robust SQL database capable of managing millions of records
- ▶ industry specific solutions integration to departments such as sales, marketing, management, inventory control & production

07

▶ lightning fast servers and workstations ▶ Microsoft Windows 2000 OS deployment on the workstations and server

POWERSTATION EMPLOY STATE OF THE ART TECHNOLOGIES



SUBTLE INCREASES IN EFFICIENCY RESULT IN INCREASES OF TELESales COMPENSATION

- ▶ complete set of management tools, web based reporting on campaigns, shifts, agents, lead inventory, sales ratios, appointments, campaign assignments, drop rate configuration, pacing algorithm with adjustable pacing by manager
- ▶ update, modify campaigns on the fly
- ▶ agent monitoring with coaching
- ▶ time zone sensitivity
- ▶ agent scheduled callbacks regardless of what campaign that they are one
- ▶ targeted list calling on the fly within a campaign



POWERSTATION EMPOWERS

CUTTING COSTS ARE NOT THE ONLY PATH TOWARDS GAINING GREATER PROFITS.

ChaseData Corporation laces the latest telecommunications technology to work for your call center. Using Microsoft Windows 2000 and Dialogic digital voice components, ChaseData Corp. delivers a robust predictive dialing and sales force automation system to the palm of your hands. Here are some of the reasons why you need a predictive dialer.

- 1. CALL PROGRESS DETECTION** - Eliminates all unproductive calls, including busy signals, no answers, or answering machines before they reach an agent. The agent moves from one ready call to another without having to stop and dial or choose the next call.
- 2. INSTANTANEOUS CALL CONNECTION** - PowerStation can connect your agents/TRS with a call in the first 1/50th of a second from the time the system detects a live voice, so there's virtually no call lapse or "dead air" when the recipient answers.
- 3. HYPERTEXT SCRIPTING** - Agents can view scripts, gather data and field rebuttals from a web browser interface giving the option of sending e-mail, fax or printing.
- 4. INTERNET REPORTING CAPABILITY** - Field offices or remote branches can share and update corporate data more efficiently and quickly.
- 5. APPOINTMENT SCHEDULING** - PowerStation's appointment scheduling system keeps track of all your appointments in real-time, making sure that you never have to worry about over booking or not having enough appointments for a certain time.



▶ lighting fast servers and workstations ▶ Microsoft Windows 2000 OS deployment on the workstations and server

CURRENT POWERSTATION FEATURES	
PowerStation uses standard PCs	3rd party call conferencing
Web enabled browser interface	Agent specific call back & scheduling
Runs Windows 2000	HTML scripting
Graphics: high-visual interface	Dialogic hardware support
Microsoft SQL Server	Multiperson appointment scheduling
Connects to most databases via ODBC 2.0	Windows 2000 Advanced Server
Ultra fast agent notification	Transfer calls to a "formation station"
On-site "Perfect Call" detection system	Real-time statistics and graphs
Multiple campaigns by station or lead type	Ad-hoc query component (third party)
Centralized data collection for reports & stats	Automatic call back scheduling
Real-time automated list creation	Advanced outbound call handling options
Mortgage data input screen	Agent monitoring & recording
Import leads from popular CD-ROM lists	Preview dialer confirmation
Ultra-wide bandwidth dialing	Message for agent & message
Leave answering machine messages (optional)	ECSE/RAND technology options
Talk time, pause and wait time reporting	Rescheduled dialing option
Dialer CD back	Tape back-up drive option

DEPENDABILITY IN PREDICTIVE DIALING SYSTEMS ARE A DIRECT RESULT OF SELECTING THE OPTIMAL HARDWARE COMPONENTS COUPLED WITH ELEGANT SOFTWARE ENGINEERING

- ▶ 99.9% up time due to extensive benchmarks and real-world performance testing and development
- ▶ State of the art software extendable hardware that guarantees compatibility with all future standards
- ▶ We are available to consult in the implementation and design of virtually every aspect of your call center's predictive dialing solution
- ▶ Affordable lease terms put PowerStation within reach without breaking the bank
- ▶ Incorporates all of your existing scripts, databases, forms and methodologies into one sleek, centralized solution
- ▶ Call ChaseData Corporation today and request a complimentary demonstration of PowerStation. For a demo or question please call 1.888.739.8218

EXEMPLARY CUSTOMER CARE IS OUR TOP PRIORITY

POWERSTATION EMPOWERS

QUALITY CUSTOMER CARE THROUGH EXTENSIVE CUSTOMER SUPPORT AND SERVICE.

PowerStation is the only predictive dialing system on the market with less than 20 minutes of technical customer support per installation. Our philosophy is simple "create bulletproof software that excels at delivering performance and make sure that all bugs are corrected before releasing." ChaseData Corp. provides technical support on hardware and software to our customers Monday through Friday from 9:00am to 9:00pm EST. Support during off-hours, such as weekends, can be provided through a weekend number..

- **REMOTE MONITORING** - ChaseData Corporation's technical support staff will monitor your dialer system through our patented on-line monitoring software.
- **ONSITE INSTALLATION & SET UP** - Your dialer is installed by one of our trained on-sight installation engineers at your office including all required hardware. This professional installation is all part of the service we offer and includes: installation of the LAN, servers and workstation PCs or NCs.
- **TECHNICAL EXPERTISE** - ChaseData trains technicians to understand the real world conditions in which your dialer will be operating. PowerStation technicians receive an average of 6 months of intensive training before doing their first "live install" so you can rest assured that your system is being installed by a professional who can resolve any technical or logistics issues and walk your management through the system's operation.

ACT NOW AND PUT POWERSTATION PREDICTIVE DIALING TO WORK FOR YOUR COMPANY.

Improve your call center's productivity and boost your bottom line with PowerStation Predictive Dialing Systems. ChaseData Corp. can help you implement a system that will grow and evolve with your business needs and challenges, while enhancing investments you've already made in call center technology. **For more information, contact your ChaseData Corp. representative at 1.888.739.8218 or visit us on the Internet at www.chasedatacorp.com.**