

INNOVATING COMMUNICATIONS FOR THE NEW WORLD

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## WHO ARE WE?

Our service integrates automated telephone calls on a massive scale, SMS and email, established with the purpose of cooperating with our clients to develop their projects, completely or partially, by means of telecommunications.

Our service saves our clients' money, effort, time, and platform and management costs that at the same time generate new opportunities.

TargetCall

## MISSION

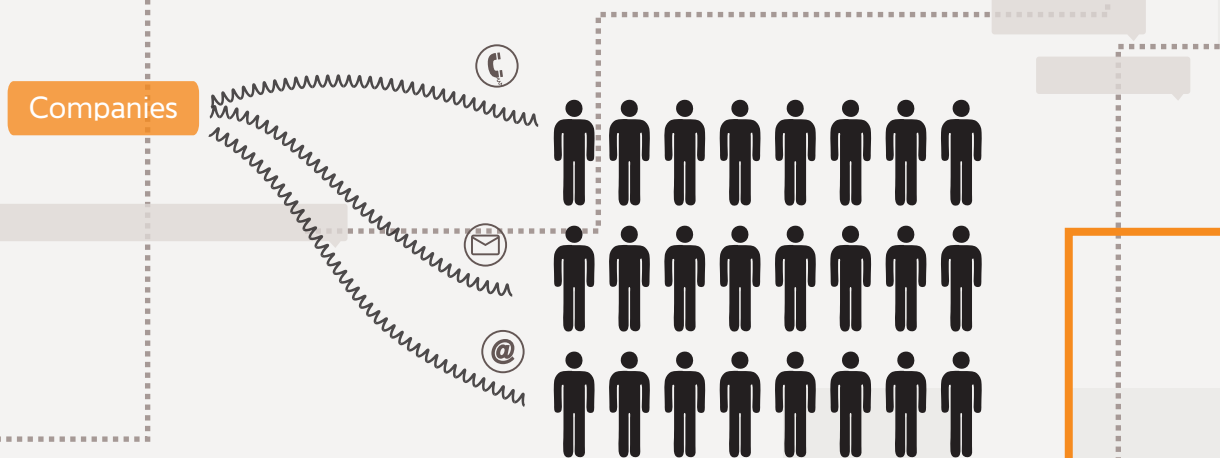
Target Call's purpose is to assist companies to recognize the identity and specific needs of each client and be able to provide customized service.

## VISION

Target Call aspires to be a leading company for automated calls, serving clients worldwide.

## HOW DOES TARGET CALL WORK?

Target Call's service operates as a link that brings your company closer to thousands of your clients through automated calls, SMS and email.



## WHICH COMPANIES REQUIRE THIS?

Because of its nature, Target Call's service is easily adopted by businesses in the financial sector (banks, insurers, cooperatives and mutual funds), government and commercial businesses (newspapers, magazines, subscription services, electronic security, etc.) that have thousands of clients and a telephone list.

With a rising number of clients, the task of making calls becomes long, tedious and expensive. Target Call "frees" companies of this task and is a state-of-the-art, solid, agile, efficient and cost-effective solution.



# TARGET CALL CAN DO A LOT FOR YOUR COMPANY:



## CLIENT SERVICE

### Welcome to clients:

It is a very professional practice to call new clients and welcome them. During this call, the benefits of joining your company are reinforced and usually a reminder of points of service, opening hours, methods and places for payments, etc. is included.

### Processing status:

Companies have to dedicate important resources to answer client's questions related to processing status. With Target Call, your company and clients are benefitted, as your company can be proactive and answer client's questions before they address them to your personnel. This proves professionalism and consideration towards your client, as your company dedicates its time and resources (principally human) to address situations of higher importance or need.

Equally, if the client detects that the present status of processing is incorrect, he has the opportunity to press a phone key and in a few seconds speak directly to your company staff (in-house, outsourcing) assigned to respond to the particular situation. This way, your company only assists exceptions and not the group of clients that clamor for information on their processing status.

### Satisfaction survey:

A client's opinion is undoubtedly the best ally to improve your company's performance, service and teamwork. What can be better than solving a problem before it grows? With Target Call's satisfaction survey service your company will obtain unprecedented responses from your clients, which can be entered with your client's telephone keys and be automatically tabulated by our platform, in such a way that it eliminates the associated costs of surveying and entering data. It also eliminates human error which provides full reliability to your survey.

## Focus Groups:

Imagine obtaining the opinion of hundreds or thousands of clients by listening directly to their opinion, one after the other. Target Call makes this possible. The participants can verbally add their opinions on tape; these are combined to an audio file, which can be heard, paused and repeated as many times as necessary, until the product or service is adjusted to the consumer's needs.

## Information on offers and promotions:

Responder coverage and attention in real time

While other methods of communication offer to reach only a limited number of clients, Target Call allows you to reach all of them. If your present campaigns are effective, they will be more so with Target Call, as we reach the client directly.

Don't waste your company's resources by reaching an audience that is not your objective. Give your clients the opportunity to respond and contact representatives in your company in real time. Target Call allows your truly interested clients to make contact with their sales representatives with only the touch of a telephone key.





## COLLECTIONS

### Payment reminders:

A competitor is anyone who offers the same product/service that you do. However, upon payment, your competitor is any other company to whom your client also owes money. For example, your company sells insurance to Pedro García, but your competitor, on collection, is any other company to which Pedro García owes money, as cable television, electronic security systems, subscription services, etc... The list is enormous. Here we fulfill "collecting first holds double value".

How much does a client appreciate to be reminded of a due date, instead of contacting him, when overdue?

### Management payment reminder:

When the client has defaulted, it is necessary to insist on payment. Your company can generate a wrong perception in your client's mind if he has defaulted and is not contacted to demand payment. Don't allow this to happen.

The frequency of payment reminders for each account can increase according to the time fallen behind.

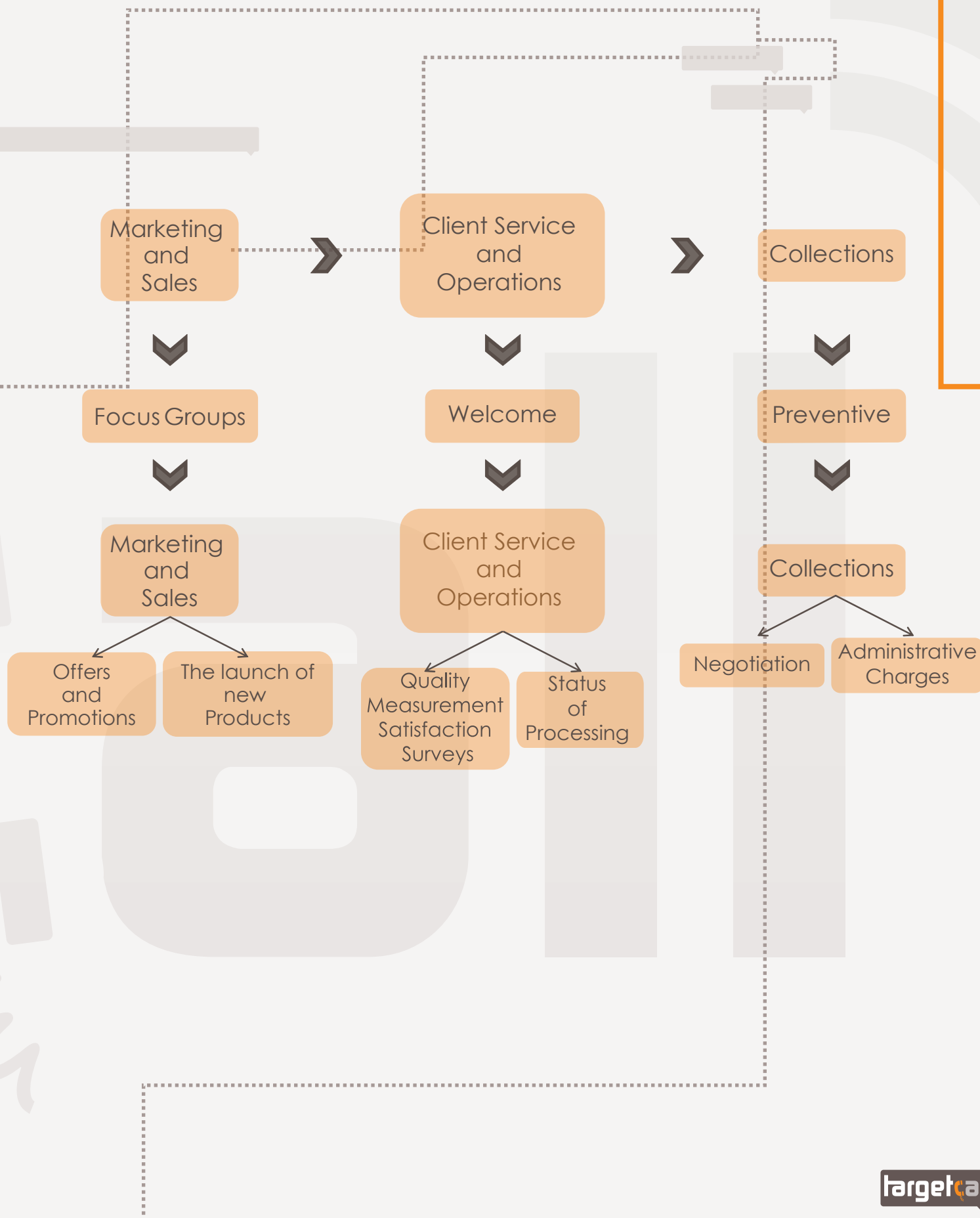
### Negotiation:

The client's call can be put to good use by giving him the opportunity of initiating a payment settlement. Target Call provides a specific solution to this need; simply, your client keys in on the phone and in seconds will be served by staff at your company (in-house or outsourcing). This facility helps your staff use their time efficiently, as they do not have to waste it by searching and contacting clients, but by serving clients that really want to speak to them. With Target Call you obtain the best of the automated world (savings, coverage, agility) without sacrificing the best that your personnel can provide (negotiation skills, responding to complex questions, etc.).

### Message personalization:

Some operations require the need to recognize the individuality of each client. Target Call offers a service of cyber-messaging which allows to "say" specific phrases or words to a client during a call, for example "Pedro Martinez, you have bills outstanding for 18 dollars..." \* personalized fields in bold.







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convention**



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onal methods. ”**



## FREQUENTLY ASKED QUESTIONS

**Can I serve clients in more than one language?** Yes, Target Call is a service for companies in a global economy, there is no limit to language or dialect. With the assistance of our business partners, we can create professional audio fully adapted to your requirements, for example: We can create a recorded message of a woman with an accent from the south of Shanghai, China, in her 30's, with university education and who addresses the message in a tone of "urgency".

**What is the coverage of service?** By means of our partner network we have worldwide coverage, including phones on ships, offshore platforms and aircraft.

**How far ahead should I provide my telephone list?** It depends on the size of the list and the hours that the campaign will be held. For most cases, 24 hours is more than enough time. For more urgent matters, please ask.

**Technically, what equipment, infrastructure, hardware, software or qualified staff do I need to start working with Target Call?** None. You only need a list of phone numbers which you can send us by email. This is the only material that we need from you in order to work.

**My company details are strictly confidential. How can you guarantee this shall remain?** The reason our company exists is the confidence that our clients have trusted in us day-to-day. We treat this confidence with the utmost respect and comply with our information confidentiality and security protocol, to which we are fully committed.

**Who are your clients? Can you give me references for them?** Our clients are companies at worldwide, regional or local levels. Because of our confidentiality and security protocol we are not authorized to provide their names, or commercially exploit them to our benefit. However, we can request that a counted number of them - as deemed convenient - provide references of our services.

**How can I ensure that Target Call's invoicing is reliable?** Easily, in the telephone list that you send us, you can include a few numbers that only you know (testers), our service will call them and whichever the response (answer/no answer) will be shown clearly on your invoice.

**My client's telephone details do not have a definite format; they include spaces, commas, periods, hyphens between characters and some text. Will Target Call clean up and prepare the data to be used by your platform?** Yes, this service incurs an additional cost, please consult our sales representatives. Our service fees do not reflect the inherent cost that data clean up implies.

**What is the volume of calls that can be generated daily?** The amount of calls that can be generated daily depends on various factors; the length of message, coverage timetable, etc. Typically, we have the capacity to generate one million 30 second calls per day. Larger volumes can be processed with your prior notice.

**How are services invoiced?** We only invoice answered calls independent to their duration and if they were answered a person or voice mail, this, because in the telephone business, when a call is answered, it implies a charge.

**What is the minimum volume of calls per day?** We actually do not have a minimum volume; however, when a campaign has less than 1000 answered calls, we charge a fee for the creation and monitoring of the campaign. Alternately, you can trigger calls by sending an email to an inbox that we have previously set up for the processing requirements of your business.

**What guarantee do I have of the continuity and rendering of services?** All our equipment and systems have back-ups. Damage or technical failure can occur in any service, our commitment is to resolve it in the least time possible. If failure occurs during a campaign, our client will be informed so he can decide to either reprogram or halt. All answered calls before the failure will be invoiced as normal.

**What are the available methods of payment?** We accept credit cards, international bank transfers, banking deposits and Paypal.

**Can you guarantee that prices will not fluctuate from the time of quote and the time that I use the service?** Service prices do not change frequently. Any fluctuation in price will be informed to our clients quickly. In order to ensure, we suggest you request a Pro forma Invoice which includes conditions, is fully backed and has legal validity.

**My company already has IVR. Is it worth using Target Call's service?** Yes. Various companies worldwide who have purchased an IVR have discontinued its use, because presently it is more cost effective to use a specialized service to make calls. Having an IVR entails: Distraction from the company's main objective, the need for qualified personnel for programming, management and monitoring, maintenance contracts and routines, rotation of key staff, repairs, solution to technical issues, idleness, obsolescence and equipment depreciation, difficulty establishing clear costs for each made call, limits to delivering a large volume of calls in a short time, etc. Target Call "frees" your company from all the inconveniences of purchasing and operating an IVR, gives a unique price per call which is accountable, allows your company to concentrate on its objective, and streamlines the internal process of your business.

**Why is it not a good idea to work with a company that provides massive services where I can enter and manage the campaign myself?** Massive process entails great responsibility; errors can ruin your company's reputation, or even make you face legal processes. For example, imagine the result of mistaking a starting time for a campaign for 3 am on a Sunday. Now imagine that you generate a telephone list and accidentally "include" an Excel<sup>®</sup> formula causing each telephone prefix to change inadvertently, resulting in thousands of calls to remote countries and impossible costs to assume. When working with Target Call, our professional collaborators check each detail, and we have a protocol for quality that ensures that errors, as the ones mentioned previously - and others which can prove worse - will never occur. Allow your workload to be managed by our highly qualified personnel.

## COMPANY INFORMATION

### 1. Company details:

**Commercial Name:** Target Call

**Legal name:**

**Target Global Europe Limited (UK)**

**Target Global, LLC (USA)**

**Target Call Global S.A. (Costa Rica)**

**Activity:** Outsourcing of business processes.

**Number of staff:** 12

**Year of establishment:** 2007

**Market:** Local, regional and worldwide companies at a corporate level.

### 2. Financial information:

**Debt:** 0

**Market coverage:** Companies with mass services whose negotiation involve maintaining clients one on one.

### 3. Collaborator profile:

**Initiative, flexibility in thought and action, high focus on results, capacity to take on challenges and creativity.**

**Average age:** 44 years

**Index of collaborator rotation by year:** 0

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