



The world's first global, integrated customer lifecycle management services company



We are a highly motivated, performance driven organization, where we promise to consistently outperform our customers' best center by 10% or more

- Founded in April 2000
- 6,500 employees across global locations
- More than 6 million transactions per month
- 30 marquee clients
- 5 Fortune 100 companies
- 3 Fortune 500 companies
- 11 global delivery centers located in:
 - Bangalore, India
 - Chennai, India
 - Hyderabad, India
 - Gurgaon, India
 - Manila, Philippines
 - Guatemala City, Guatemala
 - Shanghai, China
 - Belfast, Northern Ireland

Introduction

24/7 Customer is the first BPO company that provides integrated customer lifecycle management services through a "**Multi-shore global delivery model**" and is the number one in business performance to 80% of our clients globally.

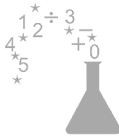
Headquartered in Campbell, California, 24/7 Customer is among the top 20 contact centers in the world. Our delivery centers across 11 global locations are equipped with state-of-the-art facilities and accommodate 9,000 seats. We provide integrated Customer Lifecycle Management services (CLM) to businesses in the banking & financial services, insurance, technology, telecommunications, retail, travel and leisure and services industries. With a focus on predictable and sustainable business performance coupled with innovation, 24/7 Customer delivers a sustainable competitive advantage for its clients in their end customer management.

The First CLM Company

24/7 Customer is focused on the end customer. Businesses today require an integrated solution that can ensure market adaptability, competitiveness and assured business. We believe that for a company to derive maximum benefits from its outsourcing relationships, it is necessary to see the set of customer-touching business processes as a whole. This demands an integrated approach to managing customer interactions. To address this and to optimize customer experience, 24/7 Customer launched its integrated Customer Lifecycle Management services for all touch points of a customer's lifecycle. Through a dual approach of contact center and back office services, our service delivery model provides a complete suite of solutions across voice and non-voice channels.

A Passion to Outperform!

24/7 Customer is driven by the passion to outperform. This is reflected in our mission statement, a promise and commitment that we make to our clients to be their best center by 10% or more. Today, we are the No.1 service provider for 80% of our clients.



Science behind Outperformance (SBOP)

SBOP comprises a set of mathematical and analytical models that provide the formula for consistent outperformance. Our promise of outperforming our client's best center of 10% or more comes from this science that we have mastered

INDUSTRY RECOGNITION

- Best Non-European Call Center, 2007 - CCF
- Listed in the Leaders Category of Global 50 of IAOP, 2007
- Ranked among the top 5 offshore call center firms by CMP Cyber Media and neoIT, 2007
- Best Performing Global Call Center - Black Book of Outsourcing, 2006
- Red Herring 100 Asia Winner for 2006
- Amongst the Top 5 BPO companies in "India's most respected companies" by Business World, 2006
- Featured in Pulitzer-winning author Tom Friedman's book, "The World is Flat"

How We Do It

24/7 Customer's promise of outperformance is backed by our "**Science Behind Outperformance**" (SBOP) framework. SBOP is an analysis kit that comprises a set of mathematical and analytical models that provide the formula to deliver consistent outperformance. The process involves identifying performance outputs and drawing up detailed value stream process maps. SBOP enables a scientific understanding of relationships between performance and process elements (inputs) and converts these relationships into mathematical models that enable us to control performance impacting inputs to achieve consistent, predictable results. The result is a scientific approach to operations that drives out-performance in an average of 80% of our current global engagements. SBOP also helps us to reduce variations in human errors as we grow globally. The actions and solutions recommended by SBOP are implemented through the **24/7 Customer Production System**, a standardized implementation kit that ensures consistency of performance across processes and delivery centers through a series of robust check points.

Multi-shore Global Delivery Model

Organizations around the world are adopting multiple models to outsource, offshore and global source their customer management processes. The key drivers include cost, language, voice, accent and integrity of customer experience. 24/7 Customer addresses these through its "Multi-shore™" global delivery model. This model helps us to offer the best fit delivery center for our clients' requirements and enables our customers to get the world's best experience from any of our global locations around the world with the same level of consistency. Our 11 global delivery centers are located in India, Philippines, Guatemala, China and Northern Ireland.

Clients

Our vision is to build customers who will be partners for life and we will do this through a continuous focus on outperformance and innovation. Our client base includes Global 1000 and FTSE 500 companies across industries for whom we offer a variety of services in the voice and non-voice/back-office channels.



Full CLM services capability across Voice, Email, Chat & SMS channels

CONTACT CENTER SERVICES:

- Research
- Telemarketing
- Order Management

- Customer Service
- Technical Support
- Billing

- Membership
- Growth Programs

- Renewals
- Win Backs
- Retention

BACK OFFICE SERVICES

- Data Entry
- Analysis

- Database Management
- Application Processing

- Finance & Accounting
- Digitization

- Transaction Processing

Services

24/7 Customer has built its services on an integrated Customer Lifecycle Management (CLM) model. Our services portfolio includes customer interaction services and back office services across voice and non-voice channels. These services bind the core customer-impacting processes of the customer's business – enabling the business to effectively acquire, understand, serve and retain customers.

Contact Details:

US: 910 E. Hamilton Avenue, Suite 240, Campbell, CA 95008-0610, USA
Tel: +1 650 385 2247

UK: Regal House, 70 London Road, Twickenham, Middlesex, TW1 3QS, UK
Tel: +44 208 274 1247 Fax: +44 208 274 0247

India: Embassy Golf Links Business Park
Off Intermediate Ring Road
Bangalore – 560 071
Tel: +91 80 30582470 / 39890247

Website: www.247customer.com

Email: enquiries@247customer.com