

GLOSSARY

24/7: Attention which entails 24 hours a day, 7 days a week, 365 days a year.

Advisers: Are the people that, at our location, represent your company or product and come into direct contact with the customers. Supported by our technology, the agents can give out information, make sales or assist the customer with his problems.

Average speed for Answering Calls (ASA): This is the average time that the center takes to answer the incoming calls.

Back Office: Processing service: Organization and processes of the company which are the basis for the operations prior to and post sale.

Call Center / Contact center: Organized system of people, processes, strategy and technology which gives customers access to the services that they desire, how and when they desire, while at the same time, letting the organization benefit from the relations and interchange of information generated, making possible the increase in value for the customer as well as for the organization.

Chat: Is the simultaneous communications between two or more persons, through the Internet. Up until a few years ago, it was only possible to have written conversations, but technological advances now allow for audio and video conversation.

COPC (Customer Operations Performance Center): Is the official in charge of developing and implementing initiatives that support a higher performance in environments of intense contacts with customers, measured with criteria of customer service, customer satisfaction and operational efficiency.

CRM: (Customer Relationship Management) Is the methodology, information and processes which let a company administer its contacts with customers in an organized form, necessary to build a relationship between a company and its customers.

Database: Is the collection of information, which is organized in such a way that its contents are easily accessed, administered and updated.

E-Mail (Electronic Mail): Electronic Mail: Application by which a server can exchange messages with other users of servers, (or groups of users) through the network. Electronic mail is one of the most popular uses on the Internet. It is also said of the messages sent through this medium. It is a method to send messages, from one person to another, in electronic text format, through a communications network.

Firewalls: Hardware or software used to prevent some types of communications

prohibited by the network policies, which are based on the needs of the user. It is also called check-point, which preserves the Intranet from attacks by intruders that could access it. Its basic objective is to insure that all communications between this network and the Internet are done according to the security policies of the organization that installs it.

Inbound: Incoming calls: Calls received at the contact center.

ISO 9000: Refers to the universal norms that define a “Guarantee of Quality” system developed by the International Standardization Organization (ISO) and adopted by 90 countries around the world, which can be applied in any type of organization (production company, services company, public administration, among others)

(IVR): (Interactive Voice Response) Interactive Voice Response that allows for the presentation of a menu, to the calling person, through the telephone buttons, through which one can choose the option that provides the answer or service desired. It can also play recorded messages for the calls waiting, to reinforce the brand image or transmit additional information to the calling person.

Level of Service: With this term, we refer to the percentage of answered calls in a predetermined period of time.

Line of Calls: Amount of calls that arrive at the center, waiting to be taken by an operator, in a determined period of time.

Outbound: Outgoing calls. Calls made from the contacts center, normally during a telemarketing campaign.

(PBX): Private Branch Exchange (Digital Telephone Switchboard) Is an internal telephone system, which handles calls between users of a company on local lines, while allowing other users to share a specific number of external telephone lines. The main function is that of reducing the costs of having a telephone line for each user.

Rate of Abandonment: Percentage of calls abandoned by the system, at the time that the customer takes the call. This measure is important, given that the greater the abandonment percentage, the greater the dissatisfaction of the customers when they are finally assisted by an operator from the center, or very possibly your company has lost more than one customer without knowing it.

Remote Monitoring: Through this system, the customer can listen, from his location, to the advisers doing telemarketing operations. This allows for the evaluation of the operation of for the modification or improvement of the telemarketing script, if it is considered necessary.

Routing of calls: Consists of the capacity of the ACE, of the Predictive dialer, or the IVR to direct incoming calls to a specific agent based on a series of parameters,

among them: his experience, specialty, idle time or the history of telephone number called, among others.

Script: Are the instructions used in a campaign, to direct the interaction of an adviser with a customer on-line.

SMS (Short Message System): Procedure for sending and receiving written messages of small size, using the keyboard and screen of mobile phones.

Stations: Are work modules that include computers, connected to a server, communications and collections systems, which let the agent perform the task of contacts with the customers specified on a database.

Telemarketing Inbound: Service of contact service whereby calls from customers of third parties are taken, in order to offer information on the goods, products or services to third parties, suggestions, claims, complaints, general requests, taking of orders and other required information; property, copy write and / or responsibility of third parties.

Telemarketing Outbound: Service of the contact center by which calls are made (not taken) to third party customers or potential customers, for the purpose of promoting, marketing, offer, by request and in the name of third parties, the acquisition of their goods, products and/or services; the property of, making and/or responsibility of third parties.

Time of Waiting: On this line, is measured the time that the representatives wait for the system to contact a customer and transfer the call to them; the longer the wait, the lower the productivity of the operator.

VoIP (Voice over Internet Protocol): Is a group of resources that make it possible for a voice signal to travel through the Internet using an IP protocol (Internet Protocol). This means that a voice signal is sent in digital form in packages instead of sending it in the form of circuits like a conventional telephone company or PSTN.

VPN: Is a network technology that allows for an extension of the local network onto a public network or a non controlled network (not safe), for example Internet. It connects servers inside a non secured network where a scripting system is used in the communications and the confidentiality of the data is assured.

Web Applications: The concept of Web development has transcended the internet environment to become the new paradigm of software development for almost any type of corporate application or integrating processes particular to your business with your web site.

Web Collaboration: Allows for offering assistance from a Web page through the Internet, helping customers and users to navigate. It lets the agent show the

customer the proper information (Web Collaboration), converse with him on-line (Chat) and/or help him fill out forms in a collaborating way.