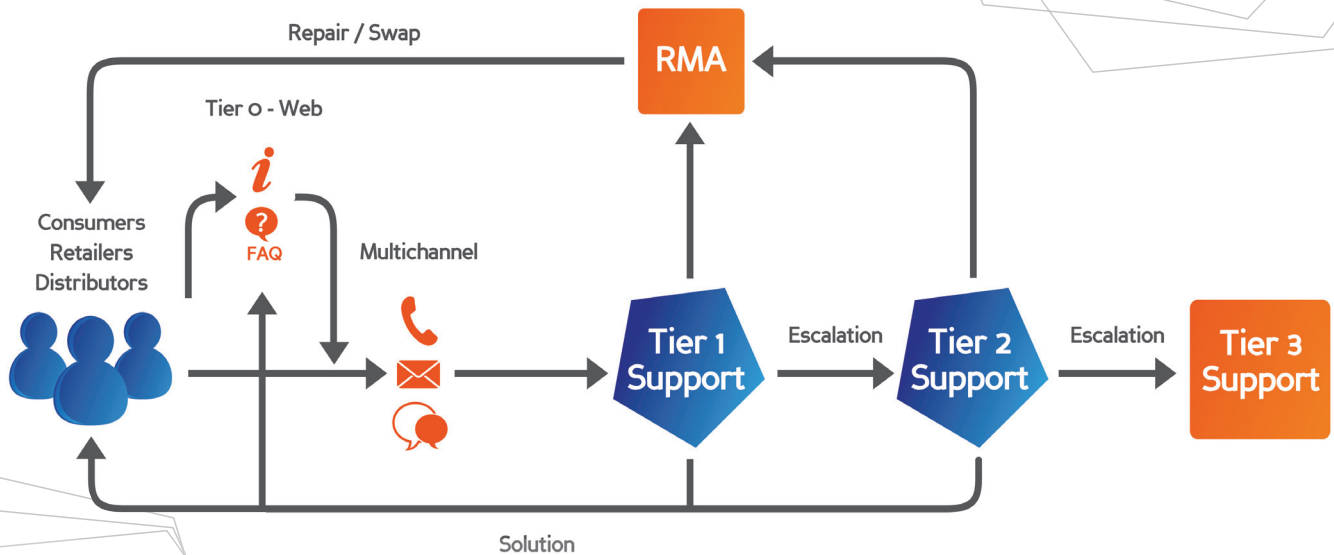


TECHNICAL SUPPORT & CUSTOMER CARE METHODOLOGY

When providing technical support & customer care services it is essential to have clear procedures in place and to make sure that the customer receives feedback to his/her inquiry as fast and accurately as possible. 5CA's methodology has been based on our extensive experience and ensures customer satisfaction by providing expedited access to key information.



Tier 0 – Web Support

Most companies offer their customers the possibility to find answers on the most common issues via their website. This can be done via a Frequently Asked Questions (FAQs) section and/or a Knowledge Base. 5CA can help creating the content of this section and updating it regularly; an efficient way to make use of the knowledge 5CA has regarding your products and common issues.



Phone

Your customers call to a telephone number, which can be your own number, or a number provided by 5CA, which connects them directly to 5CA's call center system. Our system intelligently routes the call to the right agent. 5CA is able to provide different types of telephone numbers, such as toll free numbers, local (PSTN) numbers and so-called premium rate numbers (this generates revenue which can lower the overall cost of support).



E-mail/Ticket

Customers send questions using a web form with predefined fields, or using a traditional, free-text e-mail. 5CA answers questions using our own ticketing system or we work directly with our client's CRM/ticketing system.



Chat

Customers use a web-based chat application. Chat is an efficient way to offer customer to directly contact support, with the advantage that chat is less time-critical than phone support, since multiple requests can be handled at the same time. This means in general that our agents can be more efficient which lowers cost of support. Also in this case, 5CA can use its own application, or we work directly with our client's chat application.



global customers,
understood.

Tier 1 Support

Tier 1 Support provides solutions to basic problems using a mostly standardized process, from diagnosis to resolution. Any customer will always first connect to Tier 1 Support, unless specifically set-up otherwise.

Tier 1 Support Agents have the following tasks:

- Logging of mandatory customer data, product-specific information and description of issue
- If the issue can be solved, provide the customer with a resolution and, based on the customer's feedback, "close" the case.

Solving the case might imply issuing an RMA (Return Merchant Authorization) for swapping or repairing the product. For those problems not solved during the first contact with the customer, the Tier 1 Support Agent will provide an estimated time-frame for follow up and will escalate the case to Tier 2 Support.

Tier 2 Support

Tier 2 Support diagnoses the issue (if not already done by Tier 1), and guides the customer through a complex problem-solving solution. This level is aimed at more complex problems and configurations.

Tier 2 Support Agents have the following tasks:

- Follow up with customers: answer questions, report the status of a pending issue, update customer expectations, or get more information about a pending issue.
- Attempt to provide work arounds to address the problem.
- Escalate unresolved support requests to Tier 3. Work closely with Tier 3 engineers to analyze, understand, and resolve difficult issues.

Tier 3 Support

If no resolution for the customer's issue has been found by Tier 2 Support, the case is escalated to the client's engineers, defined as Tier 3 Support. The engineer will investigate the issue and can escalate to Product Development if needed.

RMA (Return Merchant Authorization)

For many of our clients 5CA is entitled to issue RMAs if the product is determined to be DOA (Dead on Arrival) or defective within the warranty period. Based on procedures, agreed upon with our clients, 5CA's agents will follow the necessary steps and inform the customer accordingly. The actual swap, repair or refurbishment is provided by one of 5CA's fulfillment partner, or any other partner of our client's preference. Given that 5CA's core business is call center services, we strongly believe that fulfillment services should be put into the hands of a partner whose core competence is RMA & Refurbishment.



global customers,
understood.

www.5ca.com

Our Company

5CA, founded in 1998 and headquartered in The Netherlands, is a global provider of outsourced customer support services. We serve our clients from our 24/7 contact center in Buenos Aires, Argentina. We specialize in technical support and customer care services and provide these services in approximately 20 languages.

Our state-of-the art contact center system offers an integrated approach to phone, e-mail and chat services, enabling us to provide the high quality solution you are looking for. Moreover, we offer a very flexible pricing model, suitable for any kind of business, from start-ups to multinational enterprises.

Technical Support

Technical support has been our core business since the foundation of our company in 1998, and there are very few companies in the world that can offer the expertise, variety and flexibility that 5CA can offer in this area.

Especially in the rapidly evolving technology market, professional pre- and after-sales services are essential in maintaining a competitive market position. The trend that can be seen throughout the last decade is that more and more companies turn their technical support offering into a competitive advantage.

Customer Care

Customer satisfaction and retention is of crucial importance in the modern world. Personalized attention, fast response times and a top-notch customer service is an essential element to achieve this goal.

Whether it is a question of providing information to a customer or responding to their problems, you need to offer a high level of service to your customers, which differentiates your company from your competitors, reinforces your brand image, and strengthens the bond that you have with your customers.

Experience and Clients

5CA has more than 10 years of experience with customer support. From our centralized contact center we provide a global service to a wide variety of companies. Some examples of industries we serve are:

NETWORKING &
CONNECTIVITY

GAMING

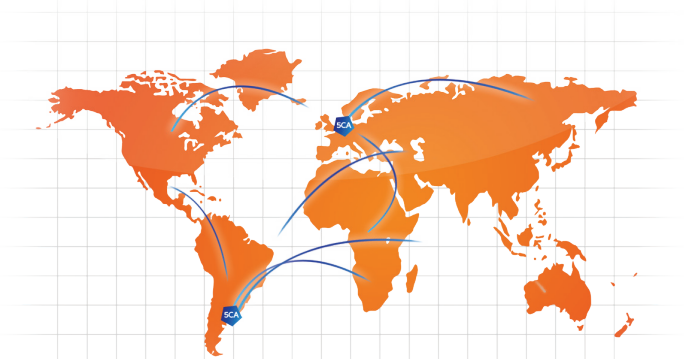
CONSUMER
ELECTRONICS

eCOMMERCE



Why 5CA?

- **Multilingual** 20 languages from Argentina
- **Global** centralized 24/7 customer support
- **Quality** European management & quality standards
- **Flexibility** variable & competitive pricing model
- **Experience** 13 years working with industry leaders



Are you interested in finding out what 5CA could do for your company? Visit our website at www.5ca.com or contact our Sales Department at +31 30 607 4609 or +1 408 677 2989.

Headquarters Begijnkade 8
3512 VV Utrecht
The Netherlands
+31 30 607 4744

Contact Center Pte. Perón 949 6th Floor
C1038AAS Buenos Aires
Argentina
+54 11 5272 1406