The most important companies call us family

Global Response

EXECUTIVE OVERVIEW

Global Response

WHY THE MOST IMPORTANT COMPANIES CALL US FAMILY

The world's most premium brands trust Global Response with their single most important asset: their customers. We've earned a reputation as a leader in sales, customer service and fulfillment – serving clients such as **Crate&Barrel**, **Toyota**, **Puma, FAO Schwarz, EuroSports** and **The Wall Street Journal**.

G! Maybe its because we've been at it since 1974, making us one of the most experienced companies in the industry.

G! Maybe it's the enthusiasm and professionalism we project in every call.

G! Maybe it's the accessibility of top management

G! Maybe it's the scalability of our systems, the flexibility of our programs, or the breadth of our reporting capabilities.

G! Maybe it's our commitment to providing best-of-class technology, training, and quality assurance.

G! Maybe it's a culture that values every employee.

G! Or maybe it's just the integrity and class we bring to every project.

It's probably all of those reasons and then some, but most of all, it's because our clients know they will be treated like members of the family.

For over a dozen years, Global Response has been ranked as one of America's TOP 50 Contact Center Companies by *Customer Inter@ction Solutions*™ Magazine. Our experience spans a wide variety of industries, so we understand the complexities our clients face in delivering world-class customer contact. We're prepared to deal with overflow, staffing fluctuations, terminal emulation, fulfillment services and more.

It's no wonder that two of the world's greatest museums, the **Metropolitan Museum of Art** and the **Museum of Modern Art**, depend on Global Response to paint a customer contact masterpiece for each and every one of their patrons.

WELCOME TO THE FAMILY

By satisfying our client's customers, we've gained quite a following. We perform sales, customer service, and customer interaction services such as web and email management for some of the world's finest companies.

■ Apparel ■ Consumer Products ■ Food & Perishables ■ Banking & Finance ■ Energy & Utilities ■ Marketing ■ Education ■ Healthcare ■ Home & Garden ■ Government Services ■ Pharmaceuticals ■ Insurance ■ Non-Profits ■ Property Management ■ Publishing & Broadcasting ■ Catalog ■ Transportation ■ Technical Support

Crate&Barrel

THE METROPOLITAN MUSEUM OF ART STORE

Fairytale Brownies

TOYOTA

TIME

AutoNation.com

PBS

WAKE COUNTRY GIFT BASKETS

AMERICAN EAGLE OUTFITTERS

The Land of Nod

ANTHROPOLOGIE

EUROSPORT GERMANY 2006 SOCCER.COM

MoMA The Museum of Modern Art

HARTE-HANKS

DOWJONES

Boden

PUMA

FAO·SCHWARZ

NATIONAL GEOGRAPHIC

JM FAMILY ENTERPRISES, INC.

URBANOUTFITTERS.COM

SCA

Pitney Bowes

Ivy Mackenzie

BD

GHI MEDICARE

TruGreen

NCL NORWEGIAN CRUISE LINE

WSJ THE WALL STREET JOURNAL

Blue Cross Blue Shield

DeLonghi Living innovation

Barbizon

mini Boden

TIMEPIECES INTERNATIONAL

LINCOLN PROPERTY COMPANY

THOMPSON & CO., INC.

world tv powered by GlobeCast

END-TO-END SERVICES PROVIDE TURN-KEY SOLUTIONS

Global Response provides a mixture of Inbound or Outbound programs. Whether you send us overflow or completely outsource your call center to Global Response, our web-enabled team members are here 24/7. We become a virtual extension of your business, providing your customers with the knowledge, professionalism, quality responses and enthusiasm that you expect.

INBOUND TELESERVICES

- Reservations
- Loyalty Programs
- Catalog Programs
- Customer Service
- Tier 1 & 2 Tech Support
- Sales & Upsell Programs
- Overflow
- Dealer Locator
- Order Taking
- Customer Relationship Management (CRM)

OUTBOUND TELESERVICES

- Sales/Upsell
- Surveys & Polls
- Lead Generation
- Retention Programs
- Campaign Follow-up
- Customer Acquisition
- Market Research
- Predictive Dialing
- Voice Broadcasting
- Appointment Setting
- Business-to-Business
- Appointment Setting

INTERNET SERVICES

- Hosting
- Chat Support
- Order Processing
- E-commerce design
- Email Management
- Website Development
- XML Lead Management

DATA AND DOCUMENT PROCESSING

- Data Entry
- Transcription
- Data Analysis
- Data Storage
- Document Routing
- Document Scanning
- Fax Messaging Solutions

FULFILLMENT SERVICES

- Package Tracking
- Reverse Logistics
- Pick, Pack & Ship
- Payment Processing
- Order Status Notification
- Air-conditioned Warehousing

INTERACTIVE VOICE RESPONSE (IVR)

- Voice Mail
- Call Routing
- Name Lookup
- Call Recording
- Speech Recognition
- Virtual Conferencing
- Pre-Announcements
- Custom On-Hold Marketing

POWERFUL REPORTING CAPABILITIES

Accurate, rapid reporting helps our clients make solid business decisions. Global Response has automated virtually every aspect of reporting to make our client's data available to them securely and efficiently-on-demand.

These reports can be accessed 24/7 and can be downloaded to Microsoft Excel™ for easy analysis. In addition, we can provide custom reports on the web link, in email, or distributed via fax to enable continued access.

Report Delivery Options Include:

WEB REPORTS

Global Response reports are available in real-time via our secure web-based portal. Reports are pre-designed or customized, using highly reliable OTS packages.

FTP SITE

Reports can be retrieved in many formats. Common formats include XML, comma delimited ASCII text, Microsoft Access™, Excel™ and more.

EMAIL

Clients may opt to receive reports via email to one or multiple addresses/distribution lists, in multiple formats listed above.

CUSTOM REPORTS

Although our inventory of reports is vast, our programmers are ready and able to create any special reports you need.

Popular contact center reports include call volume, call queue, call detail, dispositions, sales, staffing, and source code analysis. Popular fulfillment reports detail information involving receiving, low/backorder of inventory and a variety of other real-time reports. We specialize in crafting reports to our client's exact specifications.

We use **Crystal Reports**™ or custom code to produce reports ranging from daily sales to cumulative campaign statistics as well as provide import/export of data files in **XML** format. We provide standard ACD reports through the Nortel Meridian Max system and the Nortel Symposium SCCS system such as report call activity.

TECHNOLOGY FOR THE MOST DEMANDING PROGRAMS

To succeed in today's competitive CRM marketplace, one needs top tier technology partners just to get in the game. Global Response has the bases covered, deploying solutions from **Microsoft,**™ **Oracle,**™ **Sybase,**™ **Nortel,**™ **Citrix,**™ **Foundry,**™ **Cisco,**™ **EMC,**™ **Dell**™ and more.

Workstations Designed for Success

World-class customer contact demands a world-class workstation. That's why we equip every workstation with sophisticated sound-dampening the highest-caliber headsets, so that every caller feels like they're speaking to the CEO's personal secretary, instead of a roomful of agents. Every desktop features a 17" monitor to give each agent maximum screen real estate so they can answer caller questions at a glance. Under the hood, digital recording technology allows us (and you) the ability to monitor call quality.

Robust and Reliable

At the core of our network, we use a pair of Foundry™ Big Iron Backbone switches to manage terabits of throughput including 1Gb fiber optic channels to the

Global Response constantly upgrades industry-leading technologies to maintain the highest standards of data security, availability and scalability for our clients.

server racks configured with auto-transfer and load balancing. Once deployed on our Citrix Metaframe™ server farm, thin clients run the programs automatically, thus eliminating the need to install software on individual workstations. Our 3000 port IVR system can handle the most challenging programs.

Redundant and Resilient

Two Netscreen™ firewalls are configured to limit all access to the internal network. The Netscreen™ firewalls filter all incoming traffic by protocol, application, and port. A redundant fiber SONNET ring with three DS3s provides self-healing reliability.

Secure, Secure, Secure

We are protected from power outages by a **150 KVA** UPS with an auto-transfer switch to a **250 KVA** generator supplied by a 1000 gallon fuel reserve. All external connections to Global Response are controlled through Netscreen™ VPN software which is configured using encrypted key tunnels and implement standard IPSec protocols. For added protection, we use redundant EMC data storage as well as external tape backups. Global Response is pal compliant.

All inside zone devices operate on a Microsoft Windows 2000™ platform running on Dell™ Active/Active Configured Servers with a private, non-routable addressing scheme. Access is granted through Active Directory policies and user rights. Norton Anti-Virus Corporate Edition™ protects every workstation and server from malware attacks. Access to all data stores is secured through Microsoft Windows™ integrated security, and all connections are mapped to Microsoft SQL Server.™

TELECOM ARCHITECTURE AS GOOD AS IT GETS

The Global Response facility is connected to BellSouth through an OC3 SMARTring effectively becoming a node on the BellSouth local fiber loop. The loop is self-healing, and if one fiber pair is cut the opposite pair continues carrying all traffic. Currently, Global Response has one DS3 provisioned for incoming and outgoing telecommunications through Qwest, 1 DS3 provisioned for data communications, and the third DS3 is provisioned for channelized T-1s. In addition to the OC3, Global Response has 15 separate T-1s terminating at the main facility as well as connecting circuits from headquarters to our other facilities. Because our customers have strong existing carrier preferences, we have business relationships with a wide variety of carriers including Bellsouth, AT&T, Qwest, Sprint, MCI, Paetec, and others.

Global Response is a registered member of the Telephone Service Priority List maintained by the Department of Homeland Security.

The heart of our telecommunications platform is a top of the line Nortel Meridian™ Option 81C switch with the latest Symposium Call Center Management with skills-based routing technology.

Global Response provides Computer Telephony Integration (CTI), custom on-hold messaging, web-based reporting, remote monitoring, call recording, VOIP, predictive dialing and more. The Global Response technology infrastructure and telecommunications backbone are designed for $24x7x365$ usage with redundancy and failover built throughout the system.
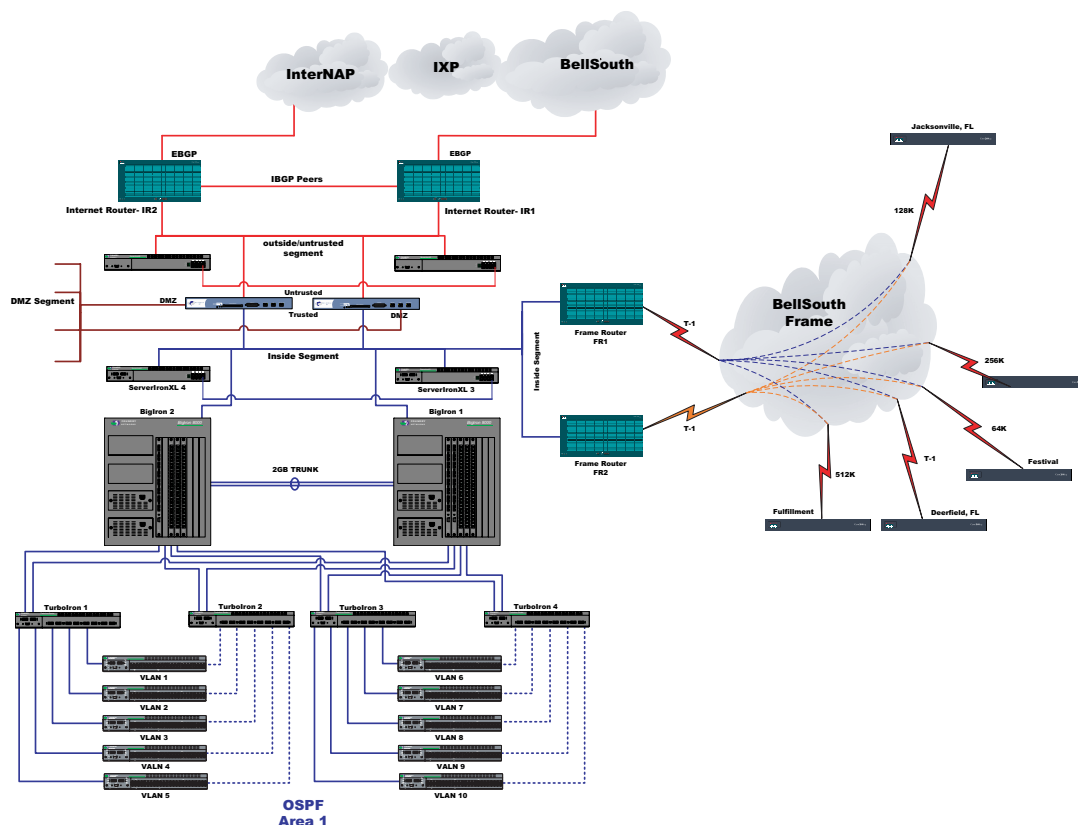
ONSITE TECHNOLOGY STAFF

Our onsite technology team includes system engineers, network engineers, programmers and software specialists – all with the education, certification and experience that make it possible to process over a million calls and web/email transactions a month without missing a beat.

SEAMLESS TERMINAL EMULATION

Our systems are designed to act as extensions of yours. Using terminal emulation, our agents observe screens identical to those used by your in-house contact center staff. There is no need to reinvent the wheel, since our agents can be trained with your existing program materials. Data entry goes directly to your servers in real-time for integrated data management. Terminal emulation also makes it easier to compare the productivity of our agents with yours. Don't be surprised if our productivity exceeds your own. After all, providing a world-class contact center experience is our core competency.

PALETTECH™ BY GLOBAL RESPONSE

ADVANCED BUILDING BLOCKS FOR CRM

Our proprietary Palettech™ CRM solution enables rapid development, scripting, high volume database access and real-time reporting while decreasing set-up time and overall cost. Palettech's patent "Web-Pop" technology detects the digits of the incoming call and automatically launches a specific web page. You can choose your website order entry page, your intranet order entry page, or a custom data entry page created by us to your specifications. Web-Pop enables the outsourced agent to interact with the customer more quickly and fluidly, just as if they were in-house. Because of tight integration with the CTI functions of the Nortel switch, Palettech™ automatically passes information to the URL such as Agent ID, Caller ID/ANI, and CASS certified zip-4 addresses. Because Palettech™ is a ready-made CRM solution, our clients do not need to invest in CRM systems that can cost upwards of $10,000 per workstation, not including the time required to configure the system and train your staff. Other features include:

- Unlimited Branched Logic
- Predictive Dialing
- Integrated Client Billing
- Credit Card Processing with PCI compliance
- Source Code Capture – an essential feature for catalog-based CRM

- File import, including inventory lists, customer/prospect data, membership data, etc.
- File export (manual or automatic) including daily or hourly transmission etc.
- Flexible, powerful reporting available across many media, from web to email and more
- Fault-tolerant auto-recovery

ROCK-SOLID FACILITIES

Our Headquarters is located in one of the world's premier resort destinations: greater Fort Lauderdale, Florida. We are ten miles from the ocean, far away from storm surge zones, but close enough for an easy drive to the beach. The Global Response campus includes four 37,000 sq. ft. buildings and 12 acres of undeveloped land available for future expansion.

The Global Response Headquarters features:

- Concrete block construction
- Silicone-coated concrete I-beam roof
- Rolladen shutters on every window
- Halon fire system protecting our network operations center
- Warm, friendly decor that makes everyone feel at home

- **Strategically** located within 20 minutes of over a half-dozen local colleges and universities
- Easy access from FLL, MIA and WPB airports with loads of direct non-stop flights from around the country
- Our South Florida location can serve the entire Western hemisphere because of our ability to attract local talent who can speak fluent Spanish, Portuguese, French and more

Our Greater Fort Lauderdale Corporate Headquarters

Global Response North

Global Response North is located in Michigan's upper peninsula. This company was created with support from the State of Michigan as part of it's economic redevelopment efforts. It is completely redundant to our Florida site and offers the competitive advantage of lower cost operations.

Global Response Fulfillment & Logistics

The Global Response fulfillment and logistics center is just over a mile from our headquarters, making it easy for clients to pay a visit to our call center and fulfillment operation on the same day. It's located across from Fort Lauderdale Executive Airport and 15 miles from Port Everglades – the site is midway between I-95 and the Florida Turnpike. The 53,000 sq.ft. facility features:

- Air-conditioned space
- Concrete block construction with storm windows
- Triple ceiling height with racks from floor to ceiling
- Secure, locked storage with video surveillance
- 6 dock-high truck bays
- Integrated operations with the call center, including dedicated data links (frame relay and Internet)
- Integrated Credit Card Processing allowing for seamless, trackable call center-to-fulfillment operations
- Shipping via FedEx, UPS, and USPS

Our fulfillment division has experienced steady growth and today serves as the largest customer of FedEx in it's ZIP code.

Our call center and fulfillment capabilities allow for total operations integration from customer order to delivery

YOUR CAN-DO LAUNCH TEAM

At the inception of your program, we assemble a launch team led by a single account manager who will never say "that's not my department." The launch team consists of representatives from every department involved in your project which normally includes business development, operations, human resources, MIS, IT and quality assurance.

Our onsite legal department assures compliance with all relevant laws, rules and regulations. For major or complex projects, we encourage our clients to send our launch team to you so they can gain hands-on knowledge of your culture, personality and technology as well as to get to know your staff.

Teamwork is a Global Response core value. Professionals with diverse specializations are assigned to your project, each bringing unique strengths contributing to your project's success.

CORE COMPETENCY QUALITY ASSURANCE

The best training and the best technology is no substitute for systematic ongoing quality assurance (QA). We are dedicated to delivering excellence in every customer contact, so we rigorously monitor customer contacts to evaluate our performance, gauge the reaction of your customer, and offer feedback to our agents.

We consider QA so important that we have an entire department focused on evaluting customer contact performance by every agent. The department is outside the chain of command for the team/project being evaluated to assure objectivity. Of course, program supervisors, team leaders and senior managers also monitor agent performance so feedback and coaching can be given on-the-spot when needed.

We monitor every agent a minimum of six contacts every two days. We score contacts based on criteria determined in collaboration with our clients. We share score reports with our clients for their input and share the results with the monitored agent. We also tally team and project scores for comparison with the individual agent as a benchmark for rewarding great performance and coaching below-average performance.

At the client's request, we can digitally record every contact. These recordings can be invaluable for transaction verification in the event of a customer dispute and are sometimes required to comply with government regulations. In addition, agents can review individual transactions as part of our evaluation, feedback and coaching process. Digital recordings can be archived as long as the client requires.

We also collaborate with our client to determine monitoring frequency. Client's needs can vary depending on the complexity of the contact, regulatory concerns, campaign budgeting and service-level metrics.

Clients can obtain access to every contact transaction in real-time via remote monitoring or by reviewing digital recordings.

The best QA suggestions often come from the agents themselves, so we encourage every agent to make recommendations for program improvement.

TREATING EMPLOYEES LIKE FAMILY

When your customers demand the best possible customer service, there's no substitute for product knowledge and enthusiasm you can hear in every call. Treating every employee like family is not only the right thing to do, but the smart thing to do. When agents are happy, they stay longer, and the longer they stay, the more they know.

Retention

Our employee retention rate is the envy of our industry. Most of our agents have been with us for years. Our management turnover is nearly zero when it comes to our employees, professionalism and fun go hand-in-hand.

Culture

How do we do it? Part of it has to do with our culture. Treating **EVERY** employee with dignity and respect is ingrained in every one of us, from the very first day of employment. Our "open door" policy applies to every agent, and every month we sponsor a breakfast with our Chairman and co-CEOs for employees celebrating their hiring anniversary.

Providing A Career Path

We encourage employees to apply for team leader, supervisor and management openings.

Compensation and Benefits

We compensate employees at above-industry averages, and we offer a wide array of employee benefits, culminating in an all-expenses paid trip for two to any place in the world for any employee with 20 years of continuous service.

Work 20 years and earn a trip for two anywhere in world.

We began offering paid child-care benefits when it was unheard of, gaining favorable attention from the *The Wall Street Journal*.

Some of our other benefits include flexible scheduling, health, dental, disability and accident insurance, 401K plan, paid vacation and personal leaves, tuition subsidies for qualified employees and evening/night shift pay differentials. Our in-house cafe makes it easy and affordable for employees to eat onsite.

Incentives

We also offer a variety of employee incentive programs depending on the project such as performance and attendance programs, theme park coupons, premium parking spaces, client merchandise discounts and awards. Employees who achieve ten years of service receive diamond earrings or the equivalent.

We take our work seriously, but we think work should be fun whether it's the annual company picnic, ice cream and pizza parties, holiday celebrations or cruises on South Florida's famous Intracoastal Waterway. One of our favorite events is our annual Halloween Costume Contest. Pay a surprise visit and you will almost always find balloons festooned around the office.

All our employees look forward to the Annual Halloween Party and Costume Contest.

RECRUITING FOR EXCELLENCE

Clients require agents who are skilled in marketing, selling, phone etiquette, data entry, product knowledge, and a host of other skills depending on the program.

The first step in hiring top agents is learning about your program so we can identify the skill sets needed to deliver outstanding customer contact. Before we hire a single employee, we select an existing employee with ample training and experience to serve as a project supervisor along with additional existing employees to "seed" the group assigned to your project. Once we've assembled your core operations team, we then begin the recruitment process.

Our location provides us with a competitive advantage due to our proximity to so many colleges and universities, as well as a multi-cultural community where there are plenty of prosective agents fluent in languages besides English. We use a variety of techniques to recruit agents, from college placement offices to multi-media advertising.

Agents are pre-screened by telephone and/or by reviewing employee applications.

Qualified applicants are invited to our offices where they receive various testing relevant to the client program. We ask prospective agents to read a script similar to the client's project. The interviewer is looking for exceptional levels of modulation, articulation, expression and enthusiasm. The script-reading session can be recorded for further evaluation. Depending on the skill sets required, we conduct tests such as voice mail screening, aptitude / personality test, in-house created tests (spelling, logic, typing), script preview reading, and/or drug testing. Employees who meet our rigorous criteria must then pass a background check.
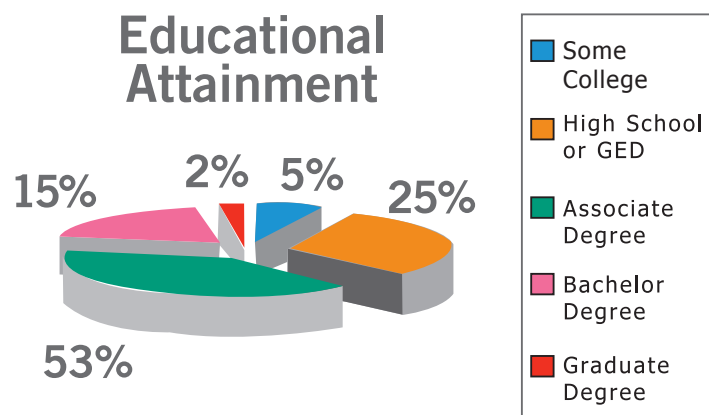
Each applicant is interviewed by human resources, training and project management. We are looking for the best which is why, **on average, we ultimately hire only one of every ten applicants**.

American Know-How

Every one of our employees is located within the United States. When your customers demand or expect an agent speaking easily understandable English, you can count on Global Response.

Workplace Diversity

Global Response places a premium on workplace diversity. Our employees are a microcosm of America, having originated from over 50 countries. We have a large number of hearing-impaired employees serving in our data processing division. In fact, the State of Florida has recognized our efforts with an award for hiring so many hearing-impaired employees. One of our senior executives has been involved in the protection of employee rights for over 25 years, a tremendous benefit to Global Response in developing and maintaining fair employment practices.

Educational Attainment

Legend:
- Some College
- High School or GED
- Associate Degree
- Bachelor Degree
- Graduate Degree

15% 2% 5% 25%
53%

Education 70% of Global Response employees have college degrees

EFFECTIVE AND EFFICIENT TRAINING

At Global Response, training is never one-size-fits-all. Of course, every employee is expected to learn and apply our core values, but beyond that, an employee's training will largely depend on the project(s) to which they are assigned. Agents working in our Shared Group undergo a curriculum that includes classroom, one-on-one and computer lab training. Classroom training materials include manuals, worksheets and written tests. We employ multiple classroom methods such as "role-playing," computer video projection, video conferencing, whiteboards, product sampling and reviewing product and procedure manuals. Classroom sessions take up 60% of training time. The balance is devoted to on-the-job computer/telephone training with frequent monitoring feedback and coaching. We collaborate with our clients in developing specific educational programs when warranted.

Dedicated agent programs typically include a comprehensive overview of the client's marketing philosophies, program objectives, policies, procedures, data entry and logistics of execution. Depending on the complexity of the program, we develop a "campaign manual" which is modified from time to time in accordance with program changes instituted by the client. Trainers are selected from within based on their ability to motivate, instruct, and present relevant real-world experience.

We encourage our clients to work onsite with us as long as they wish, and we can provide fully-equipped offices and conference rooms for our client representatives* Clients also participate in the training process by providing samples of print, television or radio advertisements along with product fact sheets, posters or company banners. Many of our clients have sent entire product displays and clothing racks so their teams are intimately familiar with products they can touch and feel. We urge clients to keep classroom size to under 20 employees, but our training area is large enough to accomodate 40 employees at one time. Additional training space is available as needed.

We have lost count of the commendations from our clients thanking us for the quality and effectiveness of our training regimen.

*subject to availability, on a first come, first serve basis

INVITATION

The best way to determine the best fit for your company's highly individual needs is to visit. We're friendly and will make you feel at home. We're proud of our people and we invite you to see them in action for yourself.

You'll see why many of the nation's top companies trust Global Response with their most precious asset—their customers—and how we deepen customer loyalty and increase profits.

See how we've turned The Art of Customer Contact into a Masterpiece!

We warmly welcome you to visit and learn more about Global Response. Come get to know us!

– Herman and Dorothy Shooster, Founders