



# Purple Heart Services

Case Study – ATA



## All Agents Have:

### State of the Art Technology

- Multimedia computer desktops
- Automated Web Based Call Distributors (ACD)
- Computer Telephony Integration (CTI)
- Command Coaching records both the voice and data (screen)
- Real time technical support

### 600 Hours of Intense Virtual Training

- MS Office 07
- Vista platform
- Customer Service
- Script Writing
- Reporting
- Data Mining/Appointment Setting
- Sales
- EIW (Emotional Intelligence & Wellness)
- Web Blogs
- Survey Creation



## BOOTS ON THE CORPORATE GROUND

The American veteran community has played a key role in the business world defending free market enterprise and building leaders. To be successful and accomplish your business goals, one must have leadership and vision, recognize the value of team efforts, and communicate clear goals and maintain fiscal discipline - all taught in the military and all reinforced in Purple Heart Services (PHS).

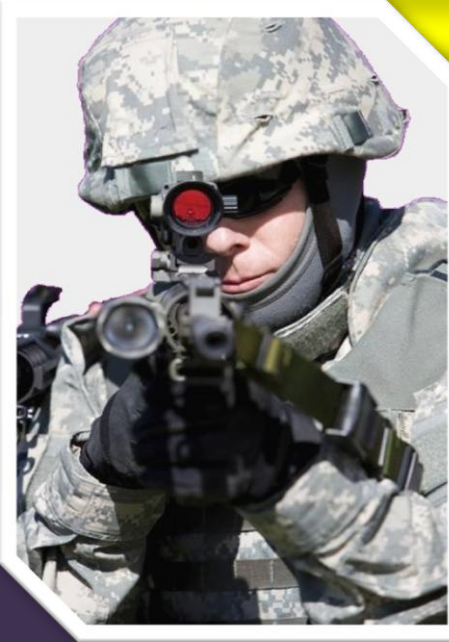
## VALUES

Purple Heart Services is one of the fastest growing Call Center / Contact Center, Help Desk, and Software-Web Development BPO's based in the USA and is owned by one of the largest veterans foundations called the "Purple Heart Service Foundation". PHS started with a vision to serve global clients satisfying their business needs and has grown as it has served its customers in various industries like disability advocacy, truck rental, credit card services, banking, software, etc. Combining the maturity of its management with experience in various industries and the dynamism of its hard-working teams of combat wounded and

disabled veterans we deliver high quality solutions to our clients ensuring we give our clients the best - because it is what they deserve.

### Our Mission

- Customer Service and Reservations (Inbound/Outbound)
- Qualifying Sales Leads
- Appointment Setting / Lead Generation
- Market Research / Data Cleaning
- Surveys (including statistical analysis and political surveys)
- Secondary Market Research Surveys
- CRM/Database Management
- Business Development / Client Relations
- Point-of-Sale Product Promotion
- Email Response Services
- GSA GWACS
- Website Receptionist Services
- We are "Live Web Chat Session" Enabled
- Predictive Dialing PBX
- Radio and TV Commercial Fulfillment
- Fundraising Services to Non-Profit
- Emergency Response Services
- Class, Seminar and Event Registration Services
- 24 Hour Help Desk Services



# Targeting Your Success!

The disabled veteran community is discovering their unique role within the virtual world and collectively their impact on the workforce.



## ATA CORE INFO

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support.

Founded in 1983, the American Teleservices Association (ATA) represents more than 4,000 contact centers that account for over 1.8 million professionals worldwide. Contact centers offer traditional and interactive services that support the e-commerce revolution.

ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers.

Members benefit from the ATA's strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals.

## PHS & ATA

In addition to a relationship that truly makes this partnership a win/win scenario for both parties ATA recently had a need for some research. They had a need to be able to reach and

contact parties involved with the FCC at a congressional level. PHS was able to assemble a team that was able to provide that information in great detail.

What was later referred to as TASK ORDER B-878765a covered a scope that not only met but exceeded expectations. The research included jurisdictions, Subcommittees, Committee Staff, Chairs, Ranking Members and all of the Republicans and Democrats within.

Data mining on the internet is only one of many skills employees with PHS excel at. In this case this data mining led to the completion of this TASK ORDER which allowed the ATA to then move forward.

## Imagination Is Our Power

### Purple Heart Services

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### Business Elements:

- Forums for networking at international, national and regional levels
- Programs for business learning
- Advocacy of Teleservices users' and providers' interests before State and Federal government
- Research on consumer and regulatory topics of interest to Teleservices users and providers
- Consensus, voluntary guidelines for industries who utilize Teleservices in their business operations
- Information about global developments in Teleservices
- Education of the general public and media to promote Teleservices providers' and users' business interests of their strong commitment to customer service and satisfaction