



# Purple Heart Services

Case Study - Charlton



## 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).

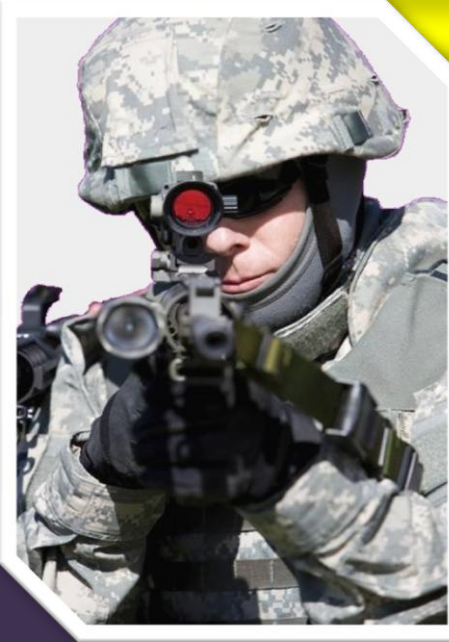
## VALUES

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.



## CHARLTON

### Markets served by Charlton:

- Cable Television
- Inbound Sales

### Charlton Partners:

- Comcast
- Time Warner Cable
- Charter Communications
- The Sage Group
- STARZ/Encore Group
- Showtime Networks

### Business Philosophies:

- Build Long-Term Client Relationships
- Teamwork
- Strengthen Performance Daily
- Listen & Take Action
- Financial Incentives for Employees

## CHARLTON CORE INFO

Charlton is a privately held company based in Madison, WI. It was launched in 1987 when Brendan Charlton started his business from his own home. He began with one client (Time Warner Cable) and a handful of employees making outbound calls from rotary phones. As with other successful businesses, additional clients led to more growth and the purchase of automated dialing equipment, more staff, and larger operating space.

With the death of the firm's founder in 1998, John and Sue Dragisic assumed ownership and the company has continued to make great strides as new technology has been introduced, operational controls strengthened, comprehensive quality assurance programs introduced, and inbound

customer contact services launched.

Today, Charlton ranks as one of the U.S.'s leading providers of inbound and outbound teleservices focused on cable, phone, and internet markets. TMC Magazine ranks the firm as the 18<sup>th</sup> largest in the U.S. outbound service, 18<sup>th</sup> in the U.S. inbound service, and 24<sup>th</sup> in global combined services. Approximately two-thirds of Charlton's revenues come from inbound and the balance from outbound calling.

## CHARLTON & PHS

Charlton's mission statement is "Partnering to Connect Clients and Customers". They are firmly dedicated to this statement and have distinguished themselves within the industry with their approach,

namely customer communication techniques designed to deliver positive results. Charlton's focus on superior performance and competitive pricing has brought them to PHS.

Together they have created a pilot program to introduce at-home agents into Charlton's workforce. The extensiveness of PHS employee training in customer service, emotional intelligence, and call center practices provides additional staffing to Charlton through a contract with PHS without the costs of recruiting, hiring and retraining dozens of new employees. In essence, in addition to new jobs being created within PHS, Charlton has reduced costs while still ensuring their customer's needs were being met.

## Imagination Is Our Power

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