



# Purple Heart Services

Case Study - Disaboom



disaboom

## 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).

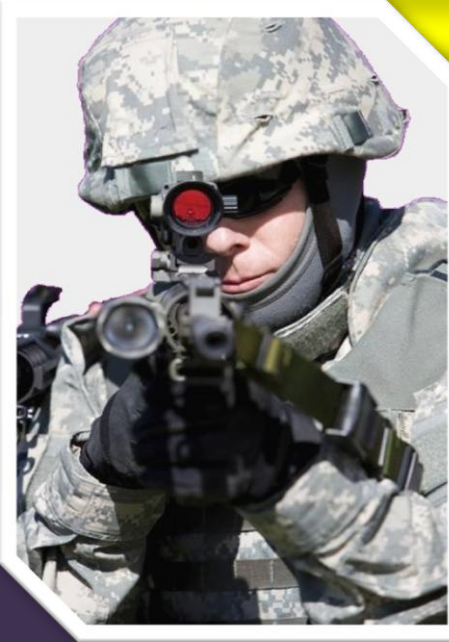
## VALUES

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.



## Disaboom

### Key Statistics

- 2.5 million site visitors
- Largest online community for those with disabilities in the world
- Advertisers Include:
  1. Ford
  2. Johnson & Johnson
  3. T-Mobile
  4. Prudential
  5. RE-Max
  6. GM
  7. Walgreens
  8. Safeway
  9. Cricket

### Disability Community Facts

- \$300 billion spent annually on goods & services
- 1 in 3 Americans are affected by disability
- 125 million affected by disability
- \$175 billion in discretionary income

## DISABOOM CORE INFO

Purple Heart Services and Disaboom have teamed up to launch a new employment venture for combat-wounded and disabled veterans. Guided by their respective mission statements, the two organizations anticipate the financial benefits will match the positive impact on the disabled veteran community.

In phase one of this partnership, 20 virtual agents will be deployed to Disaboom, tasked with approaching local and national businesses to sell listings in Disaboom.com's online Business Listings. Disaboom plans to expand the number of VBTC graduates employed to 150 virtual agents by the end of the year.

## WORKFORCE

"Combat wounded and disabled veterans represent a large percentage of the unemployed population in America. These are individuals who have sacrificed for our nation, and who have proven talent and motivation, but who often require jobs that are flexible and accessible - jobs that meet their unique new lifestyles with disabilities," said Dr. Glen House, founder of Disaboom. "The Disaboom/Purple Heart Services employment contract offers veterans touched by combat injury or disability the unique opportunity to be employed on their own terms. They can now work from their home, utilizing the discipline and skills that they were taught. We see it as win-win for us and for those who have served our nation."

Disaboom.com is the most progressive on-line resource for people with disabilities, founded by Dr. J. Glen House, a physician specializing in physical medicine and rehabilitation who is also a quadriplegic. House's firsthand knowledge of the challenges faced by individuals with disabilities and those whose lives they touch has driven the Disaboom.com mission: to create the first comprehensive, evolving source of information, insight, and personal engagement for the disability community.

PHS and Disaboom together look forward to serving the disabled community by those who know best - other disabled individuals.

## Imagination Is Our Power

### Purple Heart Services

7008 Little River Turnpike

Annandale, VA 22003

Telephone: +1 800.935.9941

E-mail: [info@PurpleHeartServices.com](mailto:info@PurpleHeartServices.com)

Web: [www.PurpleHeartServices.com](http://www.PurpleHeartServices.com)