



Purple Heart Services

Case Study – Purple Heart Radio



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).

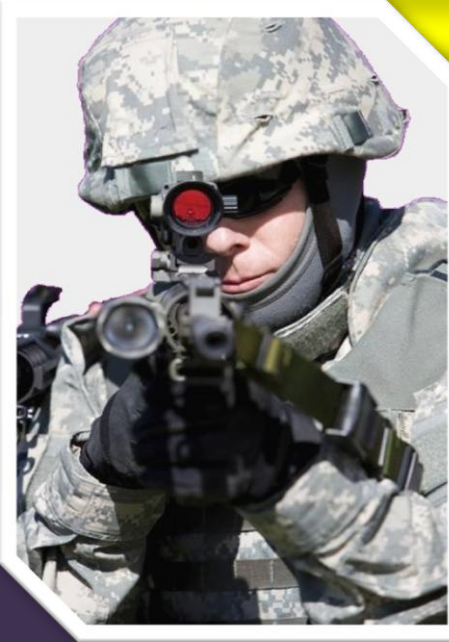
VALUES

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.



Purple Heart Radio (PHR)

Key Statistics

- 24/7 Broadcasting
- Global Audience
- 100% Staffed by Disabled Veterans

Advertising Packages

- Monthly advertising plans starting at only \$249 a month
- No renewal commitments
- Features include:
 1. 30 & 60 sec ads
 2. Banner ads
 3. Personal interviews
 4. Mp3 recordings provided to you
 5. Ad script development
 6. Noted sponsorship on mailers

PHR CORE INFO

Purple Heart Radio (PHR) is a non-profit program completely staffed by combat wounded and disabled veterans. PHR is a program owned by the Purple Heart Service Foundation and is dedicated to providing continuous internet radio broadcasting a wide variety of programming for veterans by veterans. Their motto is "the Voice of the Veteran" and they aim to provide just that.

PHR & PHS

PHR began broadcasting on the internet in June of 2008. Since its inception it has continued to grow as it strives to meet the demands of its listeners.

Internet radio has become the method of choice within our technology advanced society. Consumers

frequent the world-wide web for work purposes but also for their own personal research to include disability benefits, medical information, and additional services and topics that pertain to their needs and interests. According to the US Census in 2006 there were 23.7 million veterans in the United States alone. The concept of Purple Heart Radio was created to serve that clientele.

The creators of Purple Heart Radio sought help from one of the Purple Heart Services programs called the Veterans Business Training Center (VBTC) to help fulfill that need. The VBTC provides 15 weeks of intensive training focusing on many of the skills needed by PHR. PHR employees have to be customer-oriented and detailed in their work ensuring their customers get the best, because they

deserve only the best.

PHR provides not only programming geared towards veterans and their families but also offers advertising packages to companies who would like to provide their services or products to PHR listeners. Advertising through PHR is extremely cost effective as advertising prices are highly competitive and typically lower than other advertising venues.

Together PHR and PHS are continuing the concept of veterans helping veterans. As PHS continues to train employees for venues such as PHR new benchmarks for excellent product delivery, cost effective solutions, and superb customer service will be established.

Imagination Is Our Power

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