



Purple Heart Services

Case Study - Penske



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).

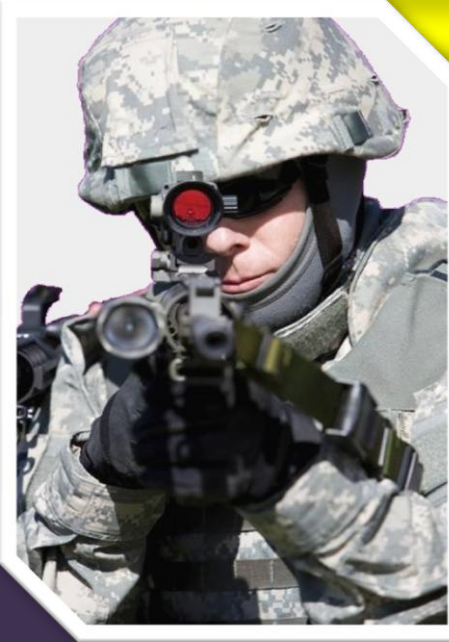
VALUES

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.



PENSKE

Penske Precision Solutions and Services:

- Precision Plus
- Precision Lease
- Precision TEAMLease
- Precision Maintenance
- Fleet InSite
- Specialized Equipment Services
- Precision Rental
- Additional Services

PENSKE CORE INFO

Penske Truck Leasing began operations in 1969 when Roger Penske purchased MM Waterbor, Inc., based in Reading, Pennsylvania. Waterbor, Inc., established in 1927, provided car and light truck rental and leasing services throughout Eastern Pennsylvania. Today Penske Truck Leasing operates more than 200,000 vehicles and employs approximately 20,000 associates worldwide.

PENSKE & PHS

In early to mid 2008 Penske and PHS agreed to partner in a unique pilot program to hire combat-wounded and disabled veteran to augment Penske's existing in-house call center staff and to assist with the volume of customer service calls.

"We have been searching for a flexible and customizable work force solution to meet customer demand." stated Kevin Kleckner, from Penske. "We are committed to our nation's disabled veterans and welcomed this change to prove that".

In July 2008 Penske contracted 10 virtual agents from Purple Heart Services to test this pilot program – with resounding success. The agents adapted almost instantaneously as working in the virtual environment was not new to them. All PHS graduates train in an entirely virtual 15 week program called the VBTC. Having refined their skills during training and proving they could work largely unassisted was a huge benefit for their quick adaption to this contract.

As Penske had a secure framework and database system from which they managed their customers, Penske provided each employee with computer equipment to use while employed on this contract ensuring complete security was maintained.

Our business model with Purple Heart Services is simple: We provide our clients with the best possible call center solutions at the most competitive price. PHS is built on these business values and with the help of companies such as Penske we are changing the lives of disabled veterans, one veteran at a time.

Imagination Is Our Power

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