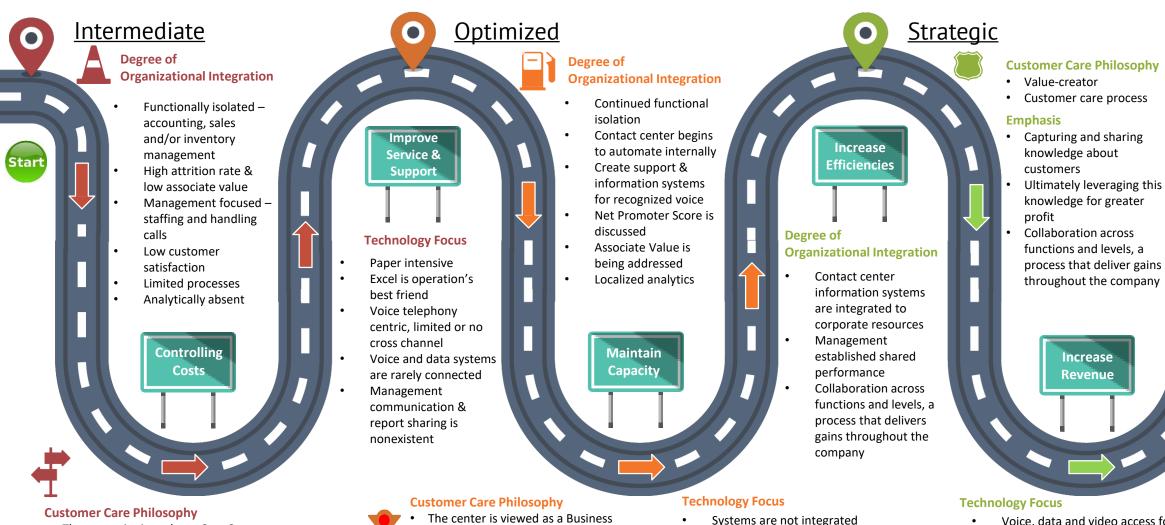


ethoslQ's Contact Center Optimization Roadmap

User friendly interfaces are

added to existing systems

Intelligent call routing



Customer Care Philosophy

- The center is viewed as a Cost Center **Emphasis**
- Reduce labor and network expenses

- Voice, data and video access for customers
- Leveraged for strategic planning, competitive market, & management decisions

The center is viewed as a Business Investment

Emphasis

- Customer problem resolution
- Enhanced customer satisfaction
- Reduced churn