



Advantage Communications is challenging the call center industry with the latest technology and a people first culture.

ARE YOU READY?

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What do you get when you put ground breaking and innovative technologies such as operational intelligence, deep learning and augmented reality, in the hands of passionate tech savvy call center agents? You get us.

And we get you. We're consummate brand ambassadors disrupting the traditional call center industry with new BPO solutions that deliver an unforgettable customer experience.

Let's go!

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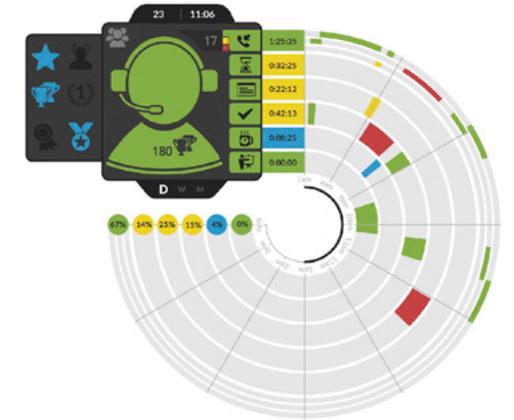
AGENTS WHO CARE

Our agents are focused on innovation, efficiency and excellence, not just once in a while, but every single day, while they represent your brand. They're keen to learn and they have all the latest tools and technologies to help them achieve a higher-level of customer service excellence. Our proactive partnerships means that we take initiatives at every level, bringing solutions to the table that drive the customer service strategy and solve problems before they happen. Not only do we recognize and take action on trends before they become a problem; the high level of expertise within our organization means we are able to provide viable solutions that address any gaps that arise within the customer experience.

Today's fast paced business world means frequent change. New product launches, price changes, website updates and other initiatives - we are aware and sensitive that these changes may affect customer engagement with your brand. Our agents are able to reference real-life experiences and relate training lessons to possible client scenarios.

It generally takes 60 days for a contact center agent to feel comfortable enough to confidently serve your customers. We are proud to maintain attrition rates of less than 27 percent, well below industry averages. Over 30 percent of our agents have been with us for 2 to 5 years, so we provide a continuity of care above the competitive market norms.

Our agents love working at ACI, and it shows in everything we do.



REAL-TIME ANALYTICS

By leveraging real-time customer data through operational intelligence technology, your organization can empower agents with real-time information and feedback that enables them to resolve issues quickly and efficiently. We're **PoweringUp** to implement leading technologies and next generation strategies. One of the most significant technologies is real-time visual operational intelligence - the next step in the evolution of contact centre business intelligence.

We can offer your brand 'in-the-moment' real-time operational feedback on your program, allowing for insightful and accurate business decisions.

Ongoing performance improvements are built in to how we manage your customer service program, based on a visual display tile technology.

The tile is entirely customized to display the data points that matter most to each unique client. Every icon in the tile represents an important performance KPI that is tracked in real time. Using the software, our agents and team leaders have the ability to understand your customer service program data at the glance of an eye, and we can see precisely how our agents are performing. With more program insight, better program manager decisions follow, and customer service improvements happen.

INNOVATION



As a disruptor to the traditional call center, Advantage Communications can go one step further by offering your business access to the most innovative new call center tools, to set your customer experience far above your competitors. We've partnered with the industries' most advanced contact center technologies, to offer a new, higher-level of customer service delivered via our customer experience centers.

From checking out new products on a website, to making purchases through social media messaging, or contacting support on a mobile device, consumer buying behavior has gone totally digital ... and so have we.

Brands now view the quality of their customer service delivery via a contact center as a key business differentiator... and we know that every competitive advantage helps. The more effortless the customer experience, the better.

Customers want to engage with your brand using smart and intelligent solutions that require the least amount of effort on their part.

That's why we make use of the most innovative contact center technology stack in the business - to completely enhance your brands' customer experience, and bring it in line with what today's customers are expecting.

We offer full features such as: secure and compliant account authentication, early stage call direction using 100 percent natural language, dynamic appointment scheduling, outbound alerts, order management, voice of the customer surveys, and compliant automated payments.

These are just some of the key components of our innovative omni-channel contact center programs.



OPERATIONAL INTELLIGENCE

Augmented Reality (AR)

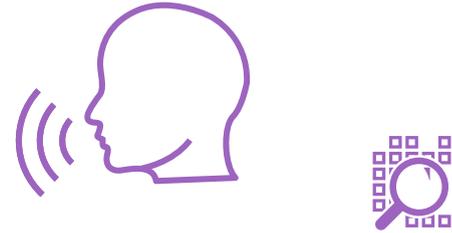
We use proprietary AR technology to track real-time KPI's for agents and products. This provides insight into individual agent performance as well as product trends and customer intel.

The Operational Intelligence Effect

The agent tile raises expectations and awareness, then drives transparency across the organization and makes it visible to you in real-time from any device. Normally we see 20% productivity increases in the first 90 days as measured across all KPI's. Get ready to see improvement. We'll establish current vendor benchmarking prior to beginning your program. Additionally, customer and product tiles are customized to provide operational intelligence for your unique solution.



THE FUTURE IS HERE: OMNI-CHANNEL AI



AI-driven self-service and AI platforms are making humans sound more human - with numerous benefits. The result is a conversational omni-channel experience customers love.



Customer Effort.

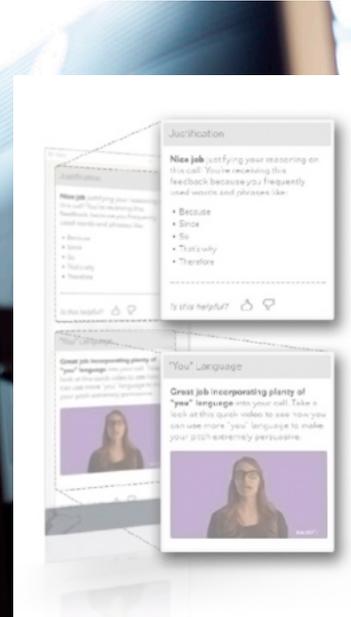
Conversational AI drives an effortless, natural feeling experience for customers. Capabilities are developed for voice, then immediately scale across other digital channels (chat and text) for a seamless and consistent omni-channel experience.

Call Deflection.

ACI is able to convert easy and moderately complex, repetitive customer calls, ensuring live agents are available to focus on ultra-valuable, high touch conversations. Contact types may include an intelligent front door, questions related to store locations or product availability, shipping and tracking information. These are great opportunities to implement conversational self-service.

Reducing the Cost-Per-Call.

The per-minute rate for self-service can be 30% of a live agent rate, lowering the overall costs of the center and providing multichannel support for your customers. In retail, it's not uncommon to see 25-30% of call volume contained within this capability.



MVP TECHNOLOGY

World-class technology for world-class calls.

The MVP Advantage is artificial intelligence that is instant, intelligent and flexible, delivering critical information to reps when they need it most. Pricing objection? Customer complaint? Complex product question? None of these are off limits for this contact center technology.



JAMAICAN EXPANSION

The success of Advantage Communications in Jamaica is set to grow in the coming year, with the company's new team of executives already planning some exciting initiatives to revolutionize the industry further, including the opening of a new "Branded Experience Center" for one of their clients.

Jamaica has a highly educated English-speaking workforce with the country offering BPO-specific training at the University level.

Jamaica is also in close proximity to major markets within similar time zones, allowing ACI to easily and efficiently work with high-profile clients in the Caribbean and North America.

Advantage Communications is reinventing the call center with a modern approach that lowers customer effort, leverages innovative technology, and provides exceptional brand experiences. Its operations in Jamaica and Canada are poised for expansion in the year ahead.



"We've built an incredibly strong reputation within the BPO sector. The highly-skilled Jamaican workforce has enabled us to go above and beyond for our clients, meaning we don't just offer a one-size-fits-all approach. We customize each of our programs and services for the specific needs of our clients."

Celina Hendricks, Director of Operations Jamaica



PEOPLE ARE EVERYTHING

Success starts with the company's frontline agents. Celina Hendricks is the Regional Site Director at Advantage Communications' and is responsible for the successful delivery at the site. She manages the facility and most importantly, staff engagement.

Each morning Celina visits every floor of ACI's five-floor building and greets staff. "We spend the majority of our lives in the office. Work isn't simply a job and an income; therefore, we create an environment where our employees wake up in the morning and are happy to come into the office. Frontline staff need to be happy, everything comes out in their tone, their voice and their interactions with the customers."

Engaged employees are key to successful training. And that's crucial for transforming agents to brand ambassadors. ACI's agents quickly become immersed in customers' products and services, their brand values, and what they represent. Changing the conversation around service excellence is one example of how ACI's passion is driving change.

Advantage Communications has 'in the moment' AI-enabled speech analytics that analyzes 100% of phone conversations and prompts agents with the best things to say based on the context of the conversation.

The result? Proactive agents who are coached in real-time and execute perfectly on every call.

Customer service today is often digital and omni-channel, but that doesn't take people out of the equation. When technology is seamlessly integrated with human interaction, customer effort is reduced. That's why the right mix of technology is important.

Advantage Communications has sought out and implemented game-changing technologies such as a proprietary augmented reality software for real-time operational intel. AI-enabled Live Call Guidance technology tracks and enforces actions such as empathy and active listening. And omni-channel conversational self-service, using intelligent virtual agents or chatbots, is paired with a live agent – providing the best of both worlds.



Advantage
communications

Established in 1996, Advantage Communications (ACI) is built on a cultural tenet that **'people are everything'**. And whether that means being an 'Employer of Choice' in the industry, or its philosophy that customer care is a brand-enhancing experience that should delight and impress customers, ACI is passionate about putting people first. With clients with over 400 FTE, as well as a number of long-term client relationships lasting over 15 years, ACI's people culture has proven itself with over 15,000 customer testimonials from successful partnerships.

Take its operations in Jamaica. Today ACI's Jamaican call centers employ over 1,000+ people across three locations in over 50,000 square feet of high-tech workspace.

Any Questions?

Let's start a conversation and explore the opportunity of working together.

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