

THE BEST KEPT SECRET IN

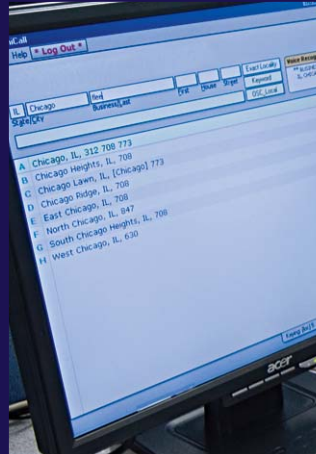
CONTACT CENTERS



OVERVIEW



CASE STUDY #1



CASE STUDY #2

THE SECRET IS OUT! CHOOSE UNICOR.



UNICOR
Services Business Group



OVERVIEW

A Winning Solution to Your Contact Center Outsourcing Needs

When leading contact center providers have sought additional capacity to handle their fast-growing businesses, or needed to provide customers with a high-quality, cost-effective alternative to going offshore, they have chosen a unique source—UNICOR.

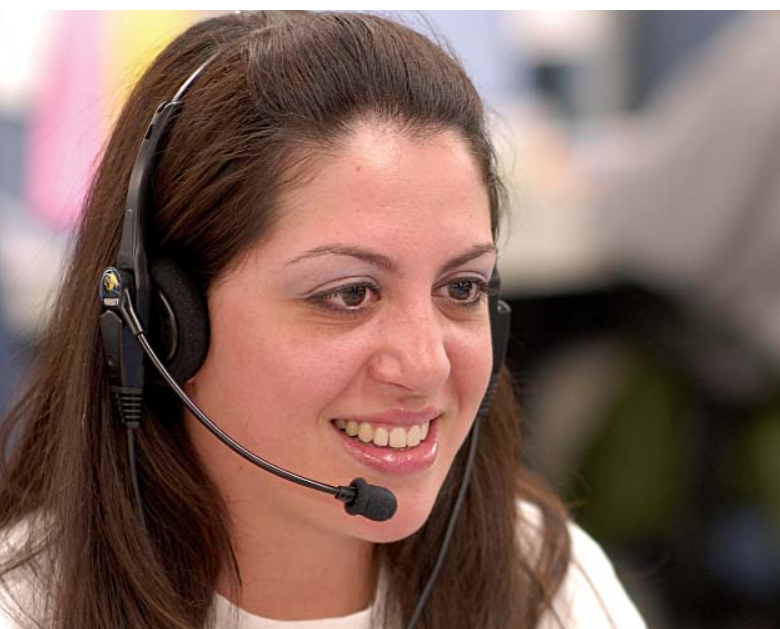
Such companies have found UNICOR, with its leading-edge facilities and highly skilled agents, to be a winning solution. Working with UNICOR has helped contact center service providers maintain and improve quality standards, and offer their customers all of the benefits of onshore services at offshore rates.

"I am constantly impressed with your level of professionalism and true sense of ownership of our work. I can unequivocally vouch for UNICOR's commitment to excellence."

The president of a distribution company

UNICOR—Unique Government Corporation

UNICOR, also known as Federal Prison Industries, was established by executive order in 1934 with the goal of employing federal inmates in productive work and training them in valuable job skills. As a self-sustaining, self-funded government corporation, UNICOR has supplied a wide range of quality goods and services to federal agencies for over 70 years. More recently, UNICOR has been authorized to partner with private sector firms currently sending work offshore or in lieu of sending work offshore.



Behind every success is a winning strategy. UNICOR's contact centers have the skilled staff, sophisticated facilities and record of success to help you improve your customer experience and profitability.

Onshore Services at Offshore Rates

With more contact center work being outsourced for cost savings, UNICOR provides outstanding contact center support at a highly competitive rate—along with all the benefits of operating right here in the USA.

UNICOR operates a nationwide network of seven technically advanced contact centers with over 1,700 experienced inmate agents and support staff. Operating plans call for the launch of several more centers and employment of additional agents in the coming months.

Many inmate agents are college educated and all are professionally managed by civilian staff members with experience in the contact center industry. Because of their education level and the excellent skills they've gained at UNICOR, a number of inmate agents have been hired as managers in the contact center industry upon release.

"The center is a special facility, where you see the agents arrive with a bounce in their step and smiles on their faces. They take great pride in what they are doing, and it shows in the quality and commitment given."

The president of a directory assistance company

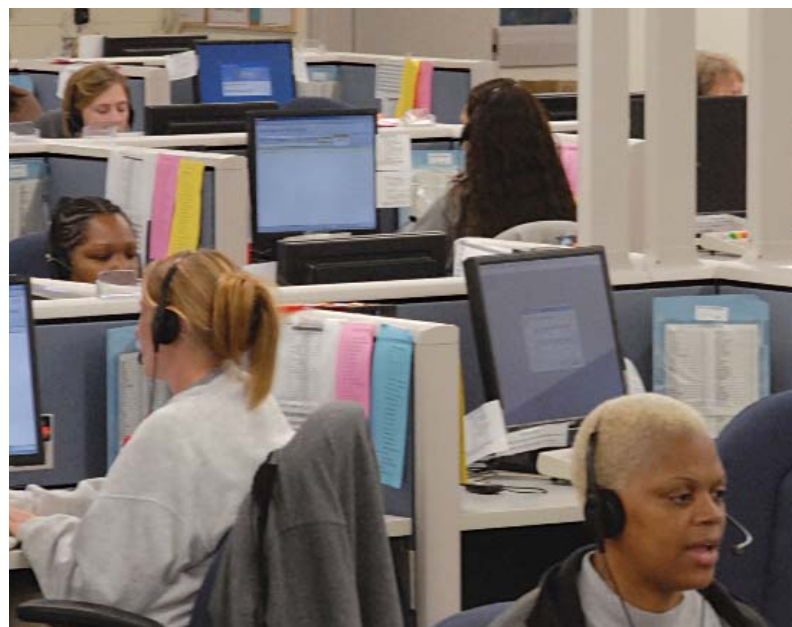
High-Quality Service, Low Absenteeism

With an AHT of 35 seconds, an abandon rate of under 2% and an ASA of under five seconds, the performance of UNICOR agents easily compares with those in the private sector. Many agents are bilingual and can provide English and Spanish-language services.

Agent turnover is less than half of the industry standard and absenteeism is low. Consequently, UNICOR agents are highly dependable, experienced and professional, delivering a positive, consistent message.

"Absenteeism is the bane of the contact center world. UNICOR has effectively eliminated this issue from the equation. The agent pool is more mature, better educated, and harder working than what one would find in the U.S. domestic market."

The CEO of a lead-generation company



Our strategy is to deliver high-quality, cost-effective onshore contact center services specifically designed for you and your customers' needs.

Superior Training

Each UNICOR contact center has ongoing training, pre-screening and qualification of agents to ensure a consistently high level of customer experience. Agents are cross-trained to work on multiple operating systems and serve a number of different customers.

Because UNICOR contact centers are located coast to coast, they can "follow the sun," operating over a wide range of hours to provide outbound B2B or inbound support. One of our facilities is open 24 hours a day, seven days a week.

"I've conducted hundreds of contact center training classes over the years, and this was the first time the agents actually took the materials home, read them, and came back the next day with questions!"

A training consultant says about her experience at UNICOR

Voice-based Inbound and Outbound Services

UNICOR's contact centers focus on voice-based services, including in-bound directory assistance, outbound B2B, help desk, and order capture and entry.

UNICOR provides the facilities, computers, headsets and skilled agents, while customers provide software, telephony and training. Each facility has a special training area, allowing a seamless transition to full operations for new programs and customers. In addition, UNICOR has an in-house IT team to provide technical support to contact center operations.

High-Level Security

UNICOR takes additional steps to ensure that inmate agents will safely meet the security needs of contact center clients. Inmate agents are not permitted to make calls to private citizens in their homes. UNICOR carefully reviews potential inbound consumer call work to assure that inmates will not have access to personal information. We do not accept work if there is any question about meeting all parties' security concerns.

Whether you need outbound B2B or inbound contact center support, UNICOR is your ideal partner. We have the experience, quality control, cost-effective and professional labor pool, and advanced facilities nationwide to offer a highly competitive alternative to offshore outsourcing.

"UNICOR provides an environment of ultimate security. My customers appreciate the fact that their data is safer with UNICOR than at their own locations."

The president of a B2B telemarketing firm



Improve Your Customer Experience and Profitability

Outsourcing offshore presents many challenges—language barriers, exchange rates, time differences and transoceanic flights just to visit the contact center. When you outsource with UNICOR, your contact centers are located in the United States, so those issues disappear. Your company will enjoy all of the benefits of a domestic operation with the cost savings of going offshore. You also provide valuable job skills to federal inmates and repatriate jobs from overseas.

Partnering with UNICOR is truly a winning solution for all involved. Contact us today to find out how UNICOR can become your alternative contact center outsourcing solution.

UNICOR Contact Centers—Your Alternative Outsourcing Partner

- Trusted by leading companies to provide customized contact center outsourcing solutions
- Quality assurance and business processes to help clients deliver consistent, superior customer experience
- All the cost benefits of offshore outsourcing right here in the USA
- Nationwide state-of-the-art facilities with training areas for seamless transition of service
- Highly professional agents with low absenteeism and low turnover
- In-house IT technical support staff
- High security for customer databases, information, and inmate access
- Expandable capacity



DIRECTORY ASSISTANCE

UNICOR Assists Large Directory Assistance Provider Handle Rapid Business Expansion

CHALLENGE: A fast-growing directory assistance (DA) provider was looking for a way to handle its customers' 411 calls more cost-effectively without the hassles and uncertainty going offshore.

UNICOR contact centers were already providing the directory assistance company with overflow 411 call services. The inmate agents' work was of high quality and had the convenience of U.S.-based services at prices competitive with overseas rates.

However, there were two major questions on the CEO's mind. First, what would his customers think about having their 411 calls handled by prison inmates? Second, could a government agency like UNICOR respond quickly to his company's rapidly growing business needs?

OBJECTIVE: The CEO began to bring customers to UNICOR contact centers for a tour, telling them that he could reduce the cost of their 411 services if the calls were handled through UNICOR. "I asked our customers to get past the preconceived notions about having inmate agents answer calls, and instead, to look at the outstanding quality of their work. We would receive services from an onshore agent—a U.S. citizen—but at offshore prices. It's a win-win for everyone involved," the CEO said.

SOLUTION: One customer after another was convinced. Within only 18 months, the directory assistance company had expanded its relationship with UNICOR from 40 agents at one contact center to over 1,500 agents at five centers, providing assistance in both English and Spanish. The rapid response to the DA company's fast-growing business demonstrated UNICOR's flexibility in meeting changing needs.

"We set high expectations and UNICOR met them. They moved just like a commercial company," the CEO of the directory assistance company commented. "The people on the ground at each facility are terrific and the inmates have a strong desire to perform and succeed," he said.

The directory assistance company's CEO remarked, "I would tell companies in this industry that they should give UNICOR a look. UNICOR is a partner that knows how to do this well and has its own profit and loss responsibilities, with state-of-the-art facilities and excellent agents and support staff."

In fact, the CEO found inmate agents so "trustworthy, dedicated and hardworking" that six former inmate agents have been hired to work as managers in the directory assistance company's own facilities. In addition, the company is prepared to hire inmate agents at any time, upon their release, to work at one of the company's centers.

Through its partnership with UNICOR, the directory assistance company was able to rapidly expand its business and provide customers high-quality 411 services at rates that support their bottom lines.



INBOUND HELP DESK

UNICOR Helps Inbound Customer Care Provider Retain One Of Its Biggest Customers

CHALLENGE: Contact center outsourcing to overseas contractors has been an ongoing trend for several years, primarily driven by anticipated cost savings.

In line with this trend, a large company that provides inbound customer care was about to lose its best customer to “offshore” in an effort to reduce costs.

OBJECTIVE: To retain this large customer, the company sought a way to provide quality onshore services, only at offshore prices. In its search, the company turned to UNICOR, which operates a nationwide network of seven leading-edge contact centers with over 1,500 experienced inmate agents and support staff.

Because the company had worked with UNICOR in the past, it was aware that the inmate agents offered high-quality service easily comparable to that available from the private sector, but at a more cost-effective rate.

SOLUTION: Although anxious to consider alternatives to off shoring, the customer initially balked at the suggestion of having inbound help desk services handled by prison inmates. However, after touring the location where its work would be handled, the customer was very impressed and agreed to give UNICOR a try.

Since then, over 100 inmate agents have been providing inbound help desk support. The agents have earned high satisfaction levels for their knowledge, call-handling skills and polite, professional attitude—key attributes for handling billing questions.

“UNICOR contact center services allowed us to keep an important customer by providing high quality service at pricing that improves the customer’s bottom line,” the company’s Vice President said.

She added that “the contact center where our customer’s work is being handled is state of the art, and the agent pool is mature, well educated and harder working than one would find most anywhere else.”

Security safeguards for the customer’s information were “impressive,” she said: “UNICOR’s professional staff has thought of everything to ensure that our customer’s data is fully protected.”

In addition, because staff turnover and absenteeism is low, UNICOR agents have been highly dependable, experienced and able to deliver a consistent, positive customer experience.

Thanks to UNICOR, the company retained its best customer, and the customer benefited from the quality and convenience of onshore contact center services—at offshore costs.

THE SECRET IS OUT!

CHOOSE UNICOR



U.S. Department of Justice

UNICOR

Federal Prison Industries, Inc.

320 First Street N.W., Building 400, Washington, D.C. 20534

The Services Business Group

www.unicor.gov/services

(202) 514-3030

