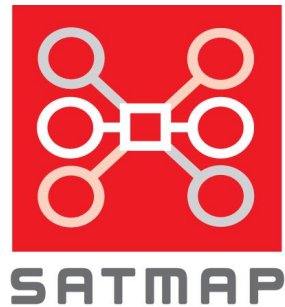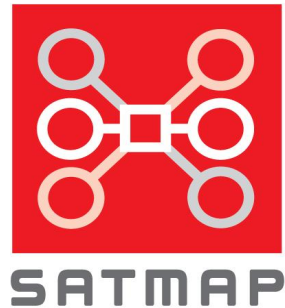**Contact Center Performance Forum**

SATMAP Introduction

9 September 2010

The Resource Group

SATMAP is a wholly owned
subsidiary of TRG

$250 million in revenues
8,000 employees
7 countries

SATMAP Overview

Call outcome is stochastic

   Multi factorial causation
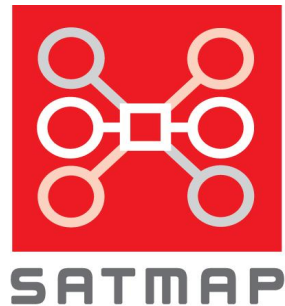
A sale might depend on:

   Needs of customer

   Advertising to customer

   Economic state of customer

   Personal chemistry between customer and agent

SATMAP is all about exploiting this last point

SATMAP Overview

Optimally matches callers to agents based on personality

Uses neural networks to identify subtle, non-linear patterns of success in historical call data

Real-time technology solution requires no change to normal call center operations

Rapid and straightforward installation
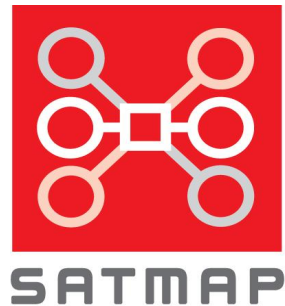
Transformational economic benefit
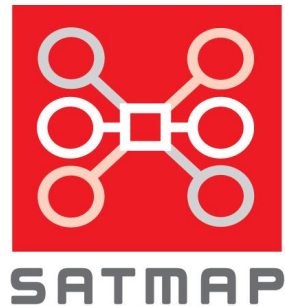
SATMAP

SATMAP Neural Networks

Acquire personality data on customers from external providers using caller ID

Acquire personality data on agents through a twenty minute survey

Highly effective in environments with noisy or incomplete data

Thrive on diversity in personality of agents and callers

SATMAP is unique

Is not skills based routing
Picks up <u>afte</u>r existing SBR completed
Does not segment agents into pools

Is not performance based routing
Makes decisions based on personality pairings
Selects callers for agents out of FIFO sequence
Does not overuse high performers
Does not idle low-performers

Enhances value of existing investments
Works in concert with all current systems

SATMAP
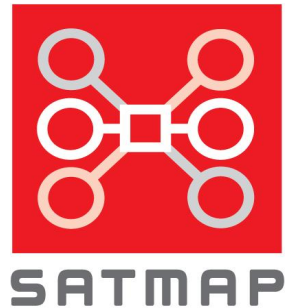
<u>Auditable</u> performance

Cycles 15 minutes on / 15 minutes off
1420 cycles per month

5% - 15% revenue increase
5% - 10% in handle time decrease
Significant increase in customer satisfaction

Opportunity to target diverse metrics

2010

ATA

Convention
&Expo™

Orlando, Florida ☀ September 12-15

ATA

American Teleservices Association
317.816.9336   www.ataconnect.org

SKILLS BASED ROUTING

HIGHEST VALUE CUSTOMER

HIGHEST PERFORMING AGENT

LONGEST WAITING AGENT

FIRST IN FIRST OUT

INTERACTIVE VOICE RESPONSE

CUSTOMER AND AGENT PAIRINGS MATTER

You can't always choose your customers…
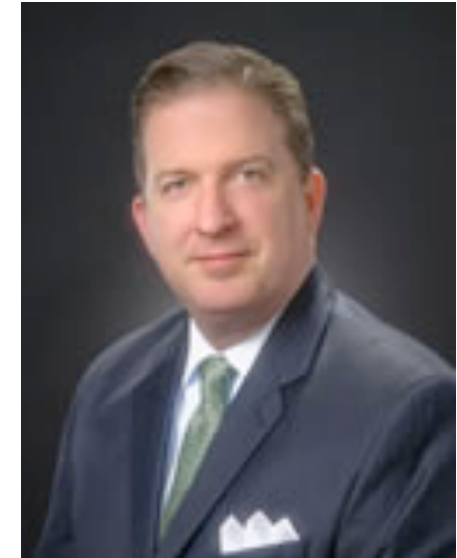
Call Centers BEFORE Personality Mapping

But you can choose who they talk to

Estimated Conversion

9%

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

But you can choose who they talk to

Estimated Conversion

7%

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

But you can choose who they talk to

Estimated Conversion

15%

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

2010 ATA Convention & Expo
Orlando, Florida • September 12-15

But you can choose who they talk to

Estimated Conversion

5%

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

ATA
American Teleservices Association   3815 River Crossing Parkway, Suite 20 • Indianapolis, IN 46240 • 317.816.9336 • www.ataconnect.org
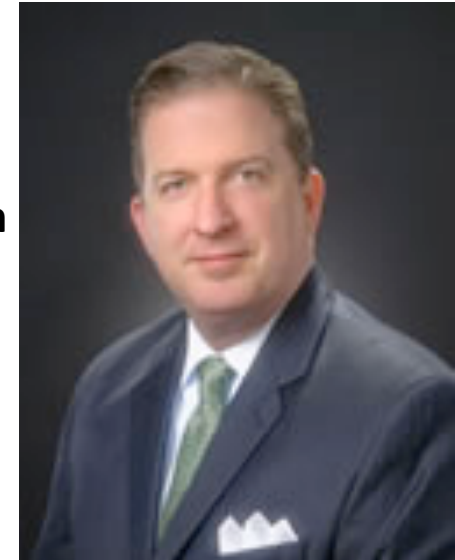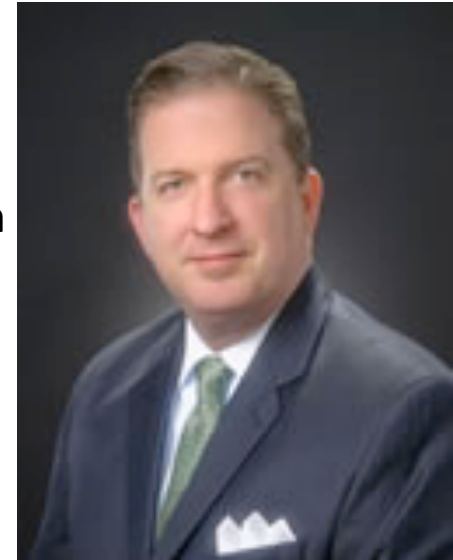
But you can choose who they talk to

Estimated Conversion

15%

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

and you can choose how you make that decision

But you can choose who they talk to

Estimated CSAT Score

4.2 / 5

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

and you can choose how you make that decision

ATA
American Teleservices Association

3815 River Crossing Parkway, Suite 20 • Indianapolis, IN 46240 • 317.816.9336 • www.ataconnect.org

But you can choose who they talk to

Probability of **FCR**

90%

100+ Personality variables based on agent survey

100+ Personality variables based publicly available data

and you can choose how you make that decision

Personality Mapping in ON state

Personality Mapping in OFF state
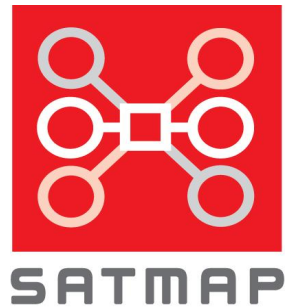
Sample Business Case

Annual revenues	$	16B
Call center channel		1,622M (10%)
SATMAP Increase		162M (10%)
Gross margin		81M (50%)

Incremental large-scale cost saving opportunity on non-sales seats
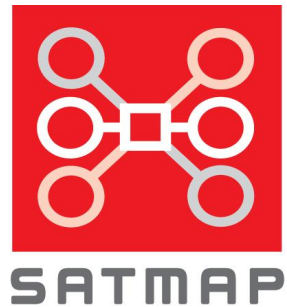
AHT Reduction Business Case

Average Handle Time	270	seconds
Hourly Expense	$25	
Per Second Expense	$0.01	
SATMAP AHT Reduction	7%	
SM AHT Reduction	19	seconds
Savings Per Call	$0.13	
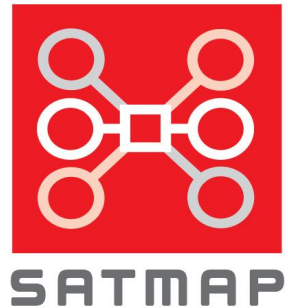
SATMAP

Contact information

David Barnes
VP, Business Development
David.Barnes@trgworld.com
(301) 327 - 8714

www.satmaptrg.com/CCPF.html