

SERVICES PROVIDED

NEW CUSTOMER AQUITION

- ◆ Appointment Setting
- ◆ Client Acquisition
 - ◆ Video
 - ◆ HSD
 - ◆ Telecom
- ◆ Order Entry
- ◆ Welcome Calls
- ◆ Installation Verification

**CUSTOMER SALES/
RETENTION**

- ◆ Customer Service
- ◆ Cross Sell/Up Sell
 - ◆ Digital
 - ◆ HSD
 - ◆ Telecom
 - ◆ Premium
- ◆ Customer Surveys
- ◆ Win-back Programs
- ◆ Technical Support
- ◆ Data Entry

CUSTOMER OPTIMIZATION

- ◆ Cross Sell/Up Sell
- ◆ Analog to Digital
- ◆ Premiums
- ◆ Bundling
- ◆ Data Entry

ABOUT US

NEXXLINX is a leading provider of Business Process and Customer Service outsourcing, with ten years of proven success in the Media/Entertainment/Cable Industry. We have the keys to protect and enhance your brand, and build better customer relationships on a performance based budget.

WHY NEXXLINX

Workforce— highly skilled agents with extensive product knowledge

Quality/ Life Cycle Management— monitor, measure, modify

Training— cable certified trainers

Technology— modern IP-based virtual infrastructure

Unique Price Model— onshore, near shore, and offshore options

OUR APPROACH

Our Agents are professionals. They use recognized skills and techniques to achieve outstanding results. During a typical customer contact, they will employ

> Listening skills to understand their overall media/entertainment needs and requirements (i.e. disconnect, downgrade, or drop)

> Communications skills to simply explain the best alternatives to meet the customers needs.

> Sales skills to reinforce the value differentiation of the current service offered, and/or offer bundled price packages as well as promotional offers.

And we'll show you the results. Our Customer Service/Retention Teams have documented save rates of 70% for all save/retention calls in our media/entertainment/cable group.

MEDIA/CABLE/ENTERTAINMENT

Services Provided	Consumer	Inbound	Outbound
Customer Service	√	√	√
Billing	√	√	√
Email	√	√	√
Sales	√	√	√
Back Office Support	√	√	√