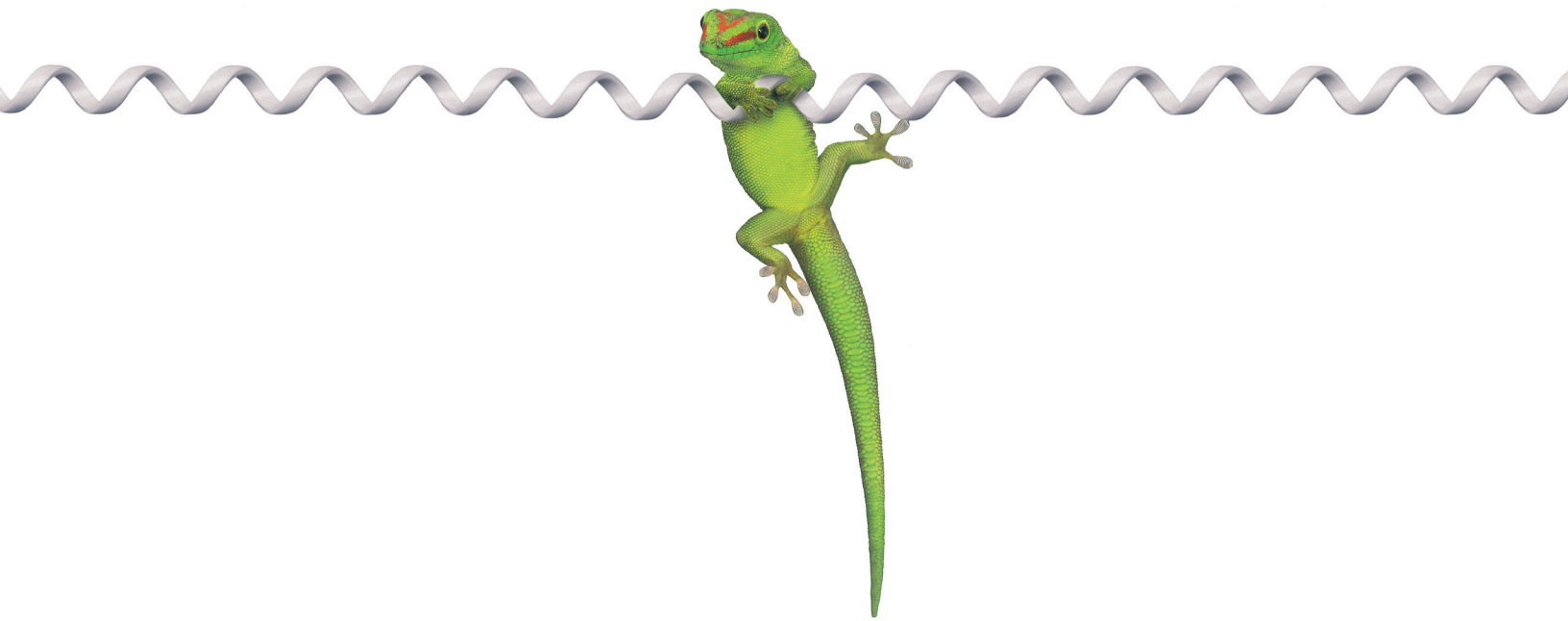


Growth-enabling contact center
solutions for communication
service providers.



World-class contact center, IT and
business process outsourcing solutions.

 **TELUS**
the future is friendly®

Increase quality, control costs

Telecom, cable and ISP providers must compete on the basis of cost and customer service. With high inbound call volumes and increasing customer expectations, it is imperative to achieve efficient operations while minimizing costs. For communication service providers, outsourcing can be an effective solution. But how do you find a partner that really “gets” your business?

The outsourcing advantage

As the lines blur between voice, data, cable, wireless and IP services, communication service providers are under tremendous pressure to develop new capabilities to grow market share – all while keeping costs under control. Acting as an extension of your business, and most importantly, your brand, TELUS can:

- Enable revenue and services growth by allowing you to focus on your core business
- Enable quicker market entry using established infrastructure and best practices
- Transform your English, Spanish and/or French customer support
- Increase customer satisfaction and loyalty
- Provide access to a large pool of professionals throughout North America, Central America and Asia
- Provide operational efficiency with flexible staffing, best practices and leading technology
- Control your expenses with a predictable monthly charge

TELUS, a multi-billion dollar, fullservice telecommunications company with 11.6 million customer connections, can deliver the quality and efficiencies you require. We are a Tier 1 provider and supplier of integrated, customized voice, data and wireless solutions to businesses of all sizes. TELUS offers a range of strategic, cost-effective outsourcing solutions designed specifically for communication service providers.

We know that outsourcing works. In 2006, we began using our own outsourcing operations in the Philippines to provide customer care and technical support to our ADSL and dial-up Internet subscribers – resulting in significant cost savings. In fact, over a period of two years, TELUS achieved a 210% cost deflection by using offshore centers. Equally impressive, the offshore operations outperformed many internal quality metrics. We can help you achieve the same kind of business transformation – combining superior quality with cost-effective delivery.

Partnering with TELUS

When partnering with TELUS, you take advantage of the same skills and experience used to support millions of TELUS voice, Internet, data and video consumers. By replicating the support and back-office infrastructure of one of North America's top performing communications companies, you can address operational efficiencies while enhancing your customer satisfaction metrics. The business benefits include:

Access the best people. Finding and retaining the right people to handle your call volumes can be a challenge. With proven recruitment strategies, we have access to a large pool of quality professionals at lower cost. This includes top university graduates as well as agents with CompTIA® A+ certification – an international, vendor-neutral certification for advanced technical support programs.

Excel in Spanish and multi-language support. For multi-language programs with a strong customer experience focus, TELUS offers access to the best English, Spanish and French speaking agents.

Reduce capital spending and strip operating costs. TELUS can reduce your capital spend and operating costs by purchasing, maintaining and managing complex contact center and back-office systems – all for a predictable monthly charge. Depending on your business model, our outsourcing solutions can reduce your contact center costs by 30-50%.

Deliver integrated customer care. With significant merger and acquisition activity in the communications market, TELUS delivers integrated customer care strategies for your business. By providing a single voice to your customers, you can reduce the service and product confusion that often results from newly merged operations.

Out-benchmark your competitors. With TELUS, your outsourced programs adhere to strict, accountable service level agreements. Using performance metrics, we ensure that our programs exceed your benchmarking standards and become a source of best practices for your business.

Focus on your core business. TELUS enables you to shed costly business processes so you can focus on your core business to maximize revenue and services growth.

Scale your program as needed. From 100 seats to more than 1000, we have the capacity, broadband infrastructure and facilities to build your program. With scalable network resources and a ready source of qualified agents, TELUS is able to rapidly launch new programs or scale existing ones across multiple languages and geographies.

Enable flexible program delivery. With onshore, nearshore and offshore capabilities, we can put together a program consisting of the most qualified and cost-effective resources to handle your call volume needs.

Access on-the-ground management experience. TELUS has some of the industry's most experienced telecommunications and contact center veterans running daily operations. Our senior executives are based where operations are located and are heavily involved in our clients' operations.

Expert, full-service support

Customer care. Delivered via voice, email and chat channels, our award-winning customer care results in exceptional performance metrics. Services include:

- General inquiries
- New service plans and bundles
- New service activations
- Enhanced feature add-ons
- Order processing
- Billing/balance inquiries
- Change of address
- Disputes handling
- Payment processing
- Product information
- Prepaid program/activation support
- Postpaid program support
- Up-sell/cross-sell services

Premium care. TELUS can assist with revenue generating opportunities that enhance the level of service provided to your customers. Our Premium Care Technical Support program offers a unique up-sell opportunity. Using a pay-for-service model, highly skilled, technically certified agents can assist your customers with additional issues that reside outside your network and equipment. This includes hardware setup, personal networking, software installation, training and more.

Technical support. TELUS agents are trained to focus on first call resolution while meeting quality and customer satisfaction goals. Agents are qualified to provide all types of communications support covering dial-up, broadband and mobility. Services include:

- Hardware/software installation services
- Software configuration
- Connectivity issues
- Local area network setup
- Home networking
- Username and password lookup/resets
- Email support
- Security troubleshooting
- Anti-virus support
- Remote troubleshooting
- Service outage support
- Corporate help desk support

Sales and marketing. We handle millions of sales calls each year – directly contributing to our clients' revenue streams. Our agents have experience positioning products, handling objections and closing sales. Services include:

- Client acquisition programs
- Onboarding/welcome programs
- Client retention programs
- Win-back and loyalty programs
- Inbound and outbound sales
- Cross-sell and up-sell sales

Back-office administration. Our core business is to manage your non-core processes. We provide many off-phone activities designed to help clients streamline their customer administration needs. This can include order processing, account maintenance, plan switches and provisioning services as well as in-depth analytical work such as pattern and program analysis.

Directory assistance and operator services. TELUS supplies both wireline and wireless users with directory lookup and enhanced information services from listings across the U.S. and Canada. Our agents handle millions of calls per month. For years, the Paisley Group has recognized TELUS as the top national directory assistance provider in both Canada and the U.S. based on excellence in customer care and fulfillment.

Global delivery, local expertise

Our global contact center and business process outsourcing solutions are based in the most strategic destinations to support and grow your business:

North America. Take advantage of skilled labor in the U.S. and Canada fluent in English, Spanish and/or French. Our U.S. center in Nevada offers bilingual English and Spanish speaking agents dedicated to superior customer service.

Central America. Access the best bilingual Spanish and English agent talent pool in Central America. With sites throughout Guatemala, El Salvador and Panama, we offer our clients the most attractive locations for labor pool quality, availability and growth.

Asia. Long considered the most westernized of Asian countries, the Philippines has embraced many aspects of western living including the widespread use of American-style English. Our agents are proficient in English communications and deliver exceptional customer service programs.

Getting started with TELUS International

In the outsourcing business, one size does not fit all. That's why we take the time to understand your business and tailor a solution that meets your unique requirements. We guide you through a comprehensive assessment that leaves you comfortably in the driver's seat. You determine how you want your program to run and how to measure success. Using this open, flexible approach, we aim to be the premier outsourcing partner to all of our clients.

CONNECT WITH US TODAY FOR YOUR GLOBAL OUTSOURCING SOLUTIONS.

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TELUS Partner Solutions

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1.866.663.1605

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Finding a partner that "gets" your market

As a leading communication service provider ourselves, we have a long history in delivering voice, data and Internet services to business and consumer markets. Quite simply, we speak your language. Our ability to provide peace of mind and build partnerships stems from our industry experience and market leader position.

With TELUS, you are backed by:

- A multi-billion dollar, full service telco provider
- The top performing wireless carrier in North America in cash flow, operation margins, churn rate, and ARPU
- The only North American telco listed eight straight years on the Dow Jones Sustainability Index
- A Global 100 Most Sustainable Companies in the World as compiled by Corporate Knights magazine
- A Tier 1 Internet Transit Provider and ISP to many of Canada's other ISPs
- The top rated Directory Assistance Provider as recognized by the Paisley Group for several years running
- A company noted for Excellence in Automation in Directory Information Services by the Pelorous Group
- A recipient of the Top Outbound Outsourcer presented by Contact Center World
- A Global Services 100 listed company recognizing excellence in outsourcing

