

# 2Way-Connect<sup>SM</sup>

## Optimize Your Contact Strategies with Automated Outbound Voice Notifications

Maintaining open lines of communication with customers can be costly due to the expense of inbound/outbound call centers and direct mail. With 2Way-Connect's<sup>SM</sup> e-mail automated, interactive voice notification solutions, you can efficiently create communication strategies that **reduce call center expenses, improve customer satisfaction and increase your revenue opportunities.**

### Contact Your Customers and Capture Their Responses

2Way-Connect integrates the latest digital voice technology with the First Data system to give you a proactive customer notification program that delivers outbound messages and captures member responses. As a result, almost any type of communication can be carried out through 2Way-Connect at a fraction of the expense of a live agent call program.

Unlike other communications solutions, 2Way-Connect can deliver both one and two way messages, integrate with a client's core system for real-time list generation and response capture, and maximize both contact and open rates all at a cost 15-20 times lower than live agent calls. 2Way-Connect has processed over one billion minutes across hundreds of customer service, collections and fraud management applications.

### Platform Capabilities

2Way-Connect has built a secure, state-of-the-art notification engine that enables maximum customer flexibility in designing customer outreach campaigns.

- One and two way interactive notifications
- Web service API integration
- Integrates with client VoiceXML applications
- SIP based media gateways
- Genesys GVP IPCS 7.2 technology
- Nuance advanced speech recognition and text-to-speech capabilities
- Fully redundant dual-site operation
- 24x7 monitoring and support with real-time application alarming

### Integration and Analytics

Delivering time-sensitive notifications in near real-time is a key advantage of 2Way-Connect and our superior integration capabilities are the primary enabler. We have a closed loop process for data quality, integration and analytics aimed at delivering notifications quickly, accurately and effectively.

#### **File Transmission Functionality**

- Multiple transmission methods
  - NDM, Sift
  - Fixed block, Comma delimited, MSEXcel
- Update functionality
  - New cases
  - Set stop process on existing cases
  - Update information for existing case/record
- Data quality control system with e-mail alerts for:
  - Duplicate file receipt
  - Transmission errors
  - File values not equal to or greater than load type.

#### **Data Capture and Integration**

- Two-way notifications via agent transfer or automated response
- Speech-to-text transcription of automated response data
- Near real-time interaction with host system

#### **Database Marketing Tools**

- FastData<sup>SM</sup> /DA+
- Intelligent Results modeling solutions

### **Advanced Feature Set**

The fully featured 2Way-Connect<sup>SM</sup> is designed to enable maximum contact and response rates. We have built a suite of customizable application templates and work closely with clients to design specific call plans which can be continually optimized throughout the course of a program.

#### **Contact and Response Rate Tools**

- Advanced answering machine detection
- Primary/Secondary contact option
- Find me/Follow me
- Consumer authentication
- Transfer and connect

#### **Campaign Management Tools**

- Multiple greeting options
- Inbound/Outbound and Refresh capabilities
- Ability to add/define file data
- Record Pacing
- Client defined call attempt strategy
- Messaging/music during live agent transfer
- Customizable application templates

### **Tracking and Reporting**

2Way-Connect has built a robust Web-based reporting platform for daily campaign results to help us partner with clients for ongoing program optimization.

#### **Customer Management System**

- Secure Web portal
- 8 standardized daily report formats
- Customized reporting capabilities
- Multiple report file formats

#### **Program Management Support**

- Data file extracts
- Batch reporting
- Program optimization recommendations
- Data Cleansing
- Contact strategy modeling

### **Your Success is Our Success**

With the 2Way-Connect transaction-based outsourcing model, we only profit if your applications are successful and result in high usage. To make sure each project is a "win-win," we:

- Perform detailed pre-assessment research on your current processes
- Recommend an optimization plan with supporting ROI analysis
- Track progress and support you with continuous improvement testing
- Support your business with our experienced program management team

### **A Global Leader in Electronic Commerce**

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

**For more information, contact your First Data Sales Representative or visit [firstdata.com](http://firstdata.com).**