



FirstCall
COMMUNICATIONS

Not Your
Typical
Off-the-Shelf
Communications
Center

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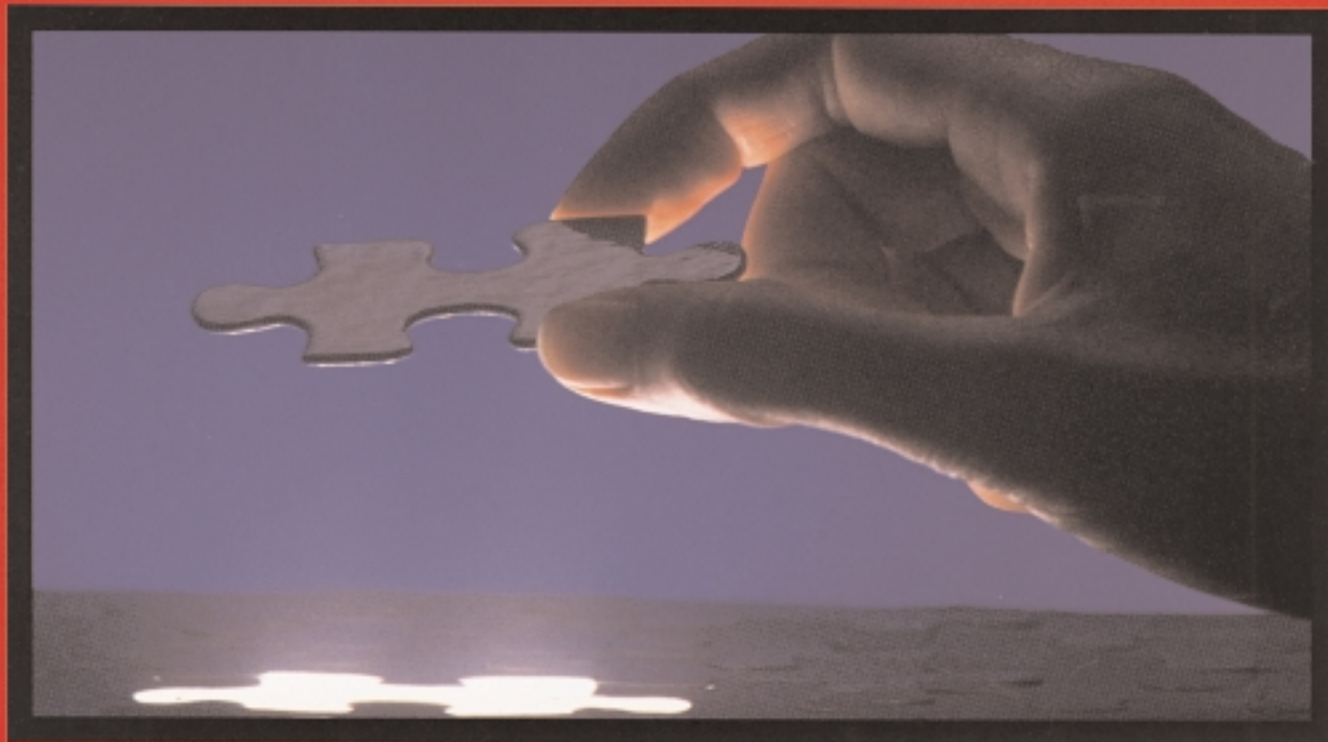
Our
vision.



*"Telemarketing as we know it will not
survive into the 21st Century.
Providers of INTELEGENTM Solutions -
combining superior customer service
with emerging technologies—will prosper,
with FirstCall leading the way."*

*FIRSTCALL COMMUNICATIONS
VISION STATEMENT*





Established by leading executives in the industry, many of FirstCall's executive personnel were telemedia clients prior to joining the FirstCall team.

Our company.

delivering service beyond customer expectations.

FirstCall's corporate culture is structured to encourage teamwork and foster *creativity* while recognizing individual excellence in the achievement of customer service and client satisfaction.

With the *professional* breadth of various business disciplines and a keen

understanding of the most effective uses of telemedia, our management philosophy is squarely centered on INTELEGENT Solutions™ – providing superior customer service supported by the most advanced technological systems available.

Additionally, management's clearly articulated *client goals* are understood, monitored and continually reinforced through our

unique telerepresentative information and education programs ensuring maximum associate effectiveness and client results.





Our services.

"Retaining market share is no longer the path to corporate success. Companies today must consistently strive to do more, exploring every conceivable avenue to remain effective and profitable in this increasingly competitive business world. To achieve this, corporations must recognize and employ a vast array of available new technologies."

JOHN E. CROUTHAMEL
PRESIDENT

live, interactive, automated, programs.

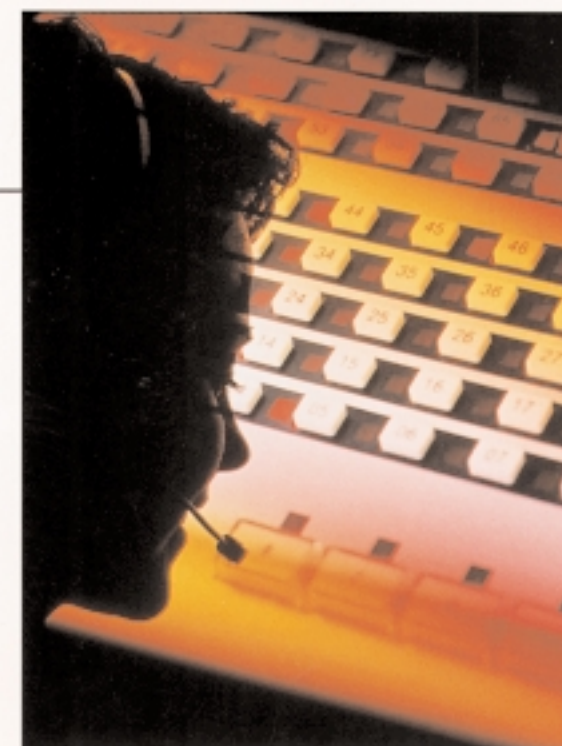
FirstCall's capital *commitment* to technological infrastructure provides clients with multiple communications platforms to meet the most common or complex business needs.

Whether receiving an inbound order from a customer or generating leads for an outbound program, FirstCall's telerepresentatives are specially trained to understand your business.

FirstCall's *state-of-the-art* computer systems are fully integrated utilizing live, interactive or automated systems designed to meet the expanding demands of regional, domestic or international daily operations.

Capable of meeting the needs of the world's most demanding companies, FirstCall has the unique ability to create and execute a vast array of cost-effective communications programs and services individually tailored to achieve *maximum* results for you.

Inbound, Outbound, and Interactive capabilities are ideal for industries such as financial, medical, utilities, telecommunications, publishing and



consumer products, as well as opportunities for tomorrow's businesses.

We support a wide array of proven and effective direct marketing applications, from reminder calls, surveying, customer retention and appointment setting to lead qualification, continuity, cross and upsell programs.

The Internet

On the cutting edge, FirstCall's technologies have been designed and implemented to be integrated with the Internet and World Wide Web providing access, e-mail, voice and video directly to a consumer's personal desktop computer.

As this new technological medium evolves, FirstCall continues to identify and explore appropriate client *applications* in the areas of customer service, lead generation, sales, surveys and information requests.

*Our corporate commitment
to excellence in delivering
impeccable customer service
enhances customer satisfaction,
generating improved performance
and increasing profitability.*

DONALD T. MCCORMICK
CHIEF OPERATING OFFICER

*Our
team.*



Our most
important
asset
is people.

At FirstCall, the *spirit* of entrepreneurial drive is fueled by management's encouragement, empowerment, recognition and reward for professional accomplishment.

Individual as well as corporate goal-setting creates an inspired environment for employees to perform at peak levels and achieve maximum results for the company and its clients.

Strategic Alliances

As a key member of your team, FirstCall is a strategic partner in the sales, marketing, promotional or customer service component of your business. Our efforts will play a highly visible and key role in generating results and success for your organization.

To ensure the most *effective* results for our clients, FirstCall employs various management



methods and monitoring activities supporting the commitment of uncompromised customer service. Proactive account management addresses current business issues while contemplating future growth and application requirements.

Specially assigned Project Management Teams continually track client projects, from daily reporting to long term planning, verifying that your *needs* are effectively communicated and executed throughout our organization.

Our people perform compliance audits to guarantee consistently high levels of customer service performance while measuring effectiveness against targeted business goals.

Our technology.



"Advanced technology is useless unless utilized to its fullest extent on our client's behalf. At FirstCall, we have designed a superior technological platform around the concept of program flexibility with a focus on security.

Our systems are specifically engineered to meet the rapidly changing business conditions of a diverse, worldwide clientele."

MICHAEL R. SELF
EXECUTIVE VICE PRESIDENT

advanced, inbound, outbound, and interactive.



FirstCall's *advanced* telemedia platforms allows capabilities virtually unattainable by competitors.

a customized approach to meet client needs compared to competitors who can often only provide "off the shelf" packaged programs.

Furthermore, our in-house computer programmers use the most *sophisticated* technological infrastructure providing clients with custom business solutions, offering enhanced service

With the capacity to handle several *million* calls per day, FirstCall's technological resources, including computer telephone integration (CTI), boundless and seamless call routing, integrated live operator and interactive voice response (IVR) programs guarantee superior technical performance and enhanced customer satisfaction.

INTELEgent Solutions", innovative approaches to client needs supported by the industry's most advanced technological systems, allow FirstCall to create customized products and services. We make the impossible possible. When others say it can't be done, we do it. FirstCall's unique blend of telemedia expertise coupled with leading edge technology guarantees superior performance at every level of our company, delivering unparalleled results for your business.

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