

2008 North American Customer Service Leadership Award**Echopass Corporation**

Echopass provides on-demand hosted call and contact center solutions as a service to distributed enterprise customers and government agencies. Each integrated end to end "EchoSystem™" delivered through its Service Integration Platform is uniquely designed. Customers choose from a complete set of call and contact center solutions including; enhanced interaction routing, IVR, outbound campaigns, a full reporting suite – both real-time and historical, quality monitoring and recording, standard and custom integrations, complete administrative and agent tools.

Customer–Centeric Philosophy

The foundation for Echopass' stellar customer service and integration capability begins with the company's customer-centric philosophy:

On-Demand: Easily and quickly scalable up or down, right sized, and flexible to customer requirements

Always-On: Platform, support, and focus on the customer

Guaranteed: Performance, SLA, Customer Support

End-To-End: Complete Managed Technology Service - PSTN, VOIP, CRM, WFM

This is delivered via the Ecosystem Service Integration Platform managed end-to-end by Echopass administrators and engineering professionals 24x7x365. The Echopass platform is developed on Microsoft .net and leverages best of breed technologies including Genesys Labs.

Value-Added Technology and Services

Based on a number of primary client interviews, Frost & Sullivan believes that Echopass has proven its ability to accelerate 'time-to-value' for its hosted and largely customized enterprise engagements. There are a number of client benefits that accrue from Echopass' delivery of time-to-value which include:

- On-time and on-budget installations/deployments that map to critical business processes
- Deployment and "go live" of the service within 60 – 90 days

- Delivering on contract SLA's and QOS metrics while providing superior help desk support and technical assistance
- Commitment to compliance programs and certifications such as SAS70 that align with industry-recognized quality standards to promote continuous improvement, security, privacy, and business value for customers

Customer Satisfaction – Contractual Service Level Agreements

Echopass Service Level Agreements guarantee entire end-to-end platform availability, 24x7 customer support, performance and reliability, including the partner components' service and carrier services provided by Echopass:

- Guaranteed voice quality of service (QOS) through dedicated managed data circuits and on-site Cisco routers
- Service level agreement (SLA) that includes a contractual commitment to 99.9% service availability

A typical customer deployment could feature a full suite of contact center applications including inbound call routing, IVR, outbound contact, multimedia contact (voice, email fax and chat), workforce management, quality monitoring, reporting and analytics, CRM integration and other customer-specific integrations.

Company-owned Hosting and Network Operations Center

Unlike many of its competitors in the hosted market, Echopass owns, manages and operates its own hosting facilities comprised of a communications hub and a network operations center (NOC). Frost & Sullivan believes this is an important differentiator for Echopass since its clients often have stringent data privacy and network security requirements. This represents Echopass' unparalleled commitment to customer satisfaction through the following important benefits:

- Network operations center monitored around the clock and staffed with Echopass network engineers using industry-standard monitoring tools to monitor hardware, contact center software, all systems and network performance
- Rigorous physical security is controlled by 24x7 card-key access, security system logging, security personnel, and regular audits of access lists
- Data back-up procedures are conducted multiple times during a 24-hour period, including full data mirroring, RAID5 protocols, and off-site storage of back-up tapes

- The data centers and operations are SAS70 certified for security and regulatory compliance with Sarbanes-Oxley and HIPPA

Professional administrators and network engineers oversee all elements of the company's infrastructure, networks, contact center software, and customer performance, 24x7x365. Echopass extends these same benefits to its partners which include Systems Integrators and outsourcers.

Referenceable Customer Base

Numerous Frost & Sullivan interviews with referenceable end-users have consistently validated the Echopass commitment to meeting, and often exceeding customer expectations. These include, but are not limited to, well-known marquee customers including Kodak, Public Storage, Overstock.com, American Express, Outrigger Hotels and AON Consulting. It is important to note that Echopass ensures that its installed base of clients is 100% referenceable.

In recognition of the company's efforts to make customer care/customer satisfaction as integral part of its value proposition with a personal touch and the highest quality of support, Frost & Sullivan is pleased to present the 2008 North American Customer Service Leadership Award to Echopass.

Award Description

The Frost & Sullivan Award for Customer Service Leadership is bestowed upon the company that has demonstrated excellence in customer service leadership within the industry. The recipient company has shown tremendous responsiveness to customer needs and has continually focused on long and short-term customer profitability goals. In addition, the recipient company demonstrated flexibility in tailoring their product offerings to suit customer businesses.

Research Methodology

To choose the recipient of this Award, the analyst team tracks industry participants and monitors their customer service methods on an ongoing basis. The Award recipient is selected based upon extensive research collected from key market participants, secondary and technology sources, and customer interviews. Collected data is then cross-tabulated to find the number one ranking company.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking of industry competitors. The recipient of this Award has excelled based on the following criteria:

- Improvement in customer satisfaction level
- Providing value-added technology and services
- Responsiveness to customer needs
- Launch of a new service protocol to improve overall customer ownership and deliver a consistently exceptional customer care experience
- Reduction in operational costs while maintaining high levels of satisfaction
- Monitoring and addressing customer feedback

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

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