



Echopass Hosted Contact Center Solutions Provide Value Add for Microsoft Partners

Who is Echopass, what is the Echopass EchoSystem?

Simply put, the Echopass EchoSystem™ is the ultimate evolution of the call center. A totally customized service integration platform that can flexibly adapt, extend and scale to meet customer's changing call or contact center needs on demand, as needed, today and into tomorrow.

Unlike conventional hosted or Customer Premises Equipment (CPE) hardware solutions, the Echopass EchoSystem is both affordable and exquisitely flexible. Whether the need is a simple yet sophisticated call center infrastructure, or a complete contact center capability with multi-channel routing and integrated Customer Relationship Management (CRM) software, the Echopass EchoSystem is able to adapt to the changing situation quickly and cost-effectively.

Suited for any mid-sized or distributed enterprise call center, the EchoSystem delivers a value proposition and customer promise unique within the call center industry:

- **On Demand:** Easy and quick scalability up or down, features and agents can be added whenever needed;
- **Always On:** Round-the-clock service and support availability;
- **Guaranteed:** Echopass industry-leading Service Level Agreements guarantee the entire platform's service, availability, customer support, performance and reliability;
- **End-To-End:** A complete managed technology service incorporating traditional landline or VoIP calling, computer telephony integration, contact routing, CRM, work force management integration, interactive voice response, and other customer-specific or legacy system integrations.

As a single source of inbound/outbound call center solutions, the EchoSystem will save both time and money as corporate needs change. What's more, our partnerships with Genesys Telecom Laboratories, Microsoft, Sprint, Verizon and other top technology providers means customers have the power to add best-of-breed business services whenever they wish. For the ultimate in flexibility, cost efficiency, features, and superior service quality, nothing compares to the Echopass EchoSystem.

Echopass Offers

How does the EchoSystem fit my customer's business needs?
The EchoSystem is available in several right-sized options:

- **Echopass Call Center On-Demand:** Our most popular hosted voice service, is a state-of-the-art solution that offers intelligent inbound call routing and queuing, voice message routing, and both real-time and historical reporting. Advanced IVR data access is included for voice self-service and data-directed call routing. Call Center On-Demand agents, whether local or remote, benefit from CTI, automated outbound dialing, synchronized screen pops, and dynamic agent scripting with conditional branching. Quality control is assured through customizable routing strategies such as skills-based, conditional, and network load balancing, along with optional call monitoring and call recording. FCC/FTC-compliant campaign management is also supported.

- **Echopass e-services On-Demand:** This solution brings live customer data services to Web sites. Sales, marketing, and customer service and support inquiries arrive via email or Internet chat, then are routed, handled and documented in real time using the same processes and technologies Echopass has created for call centers.
- **Echopass Contact Center On-Demand:** Our most comprehensive service, is a complete multi-channel contact center. This service option delivers all the sophisticated inbound/outbound voice and online features of Call Center On-Demand and eServices On-Demand, plus advanced tools including universal queuing, Web-initiated callback, inbound fax routing, and voice message routing. The comprehensive reporting features of Contact Center On-Demand also provide a 360-degree view of contact center performance.
- **Echopass CRM On-Demand:** Echopass integrates with Microsoft applications, coupling and delivering CRM along with our CTI telephony integration and Call and Contact Center services. Echopass provides On-Demand CRM integration and hosting for Microsoft Dynamics CRM.

Partner Programs: What's in it for you, the Microsoft Partner

Echopass has several ways to work with Microsoft Partners. In each of these programs, partners maintain existing client relationships while broadening their offers and becoming compensated for providing a more complete client solution that includes Echopass Call or Contact Center On-Demand.

Today's customers increasingly need both CRM applications and a contact center to provide the highest level of customer service and satisfaction. For Microsoft partners, this means augmenting a Hosted Dynamics CRM application with an Echopass Hosted Contact Center, or adding an Echopass Hosted Contact Center to an On-Premise CRM installation. Both are part of our partner programs.

When the partner refers a prospect to Echopass and we close the business to provide our services, the partner will earn a percentage of the Echopass monthly service revenue. If the partner is trained to resell Echopass services to its prospects or customers, the partner will receive a higher percentage of the Echopass monthly service revenue. And when the partner sells hosted Microsoft Dynamics CRM that Echopass can host for the customer along with our Hosted Contact Center, the partner receives the CRM license revenue as well as the referral fee. Our partner programs are truly "win-win".

- **Referral Program:** Echopass does the selling from the partner's referred lead. Upon our closing the deal, we pay the partner a percentage of our monthly recurring revenue.
- **Reseller Program:** The Microsoft partner does the selling of the Echopass services. Upon your closing the deal, we pay the partner a higher percentage of our monthly recurring revenue.
- **In addition,** when partners sell Microsoft Dynamics CRM and have Echopass host the CRM application along with our services, we pay for this too. Compensation percentage will depend upon whether the partner sells a CRM license or the customer chooses to pay monthly for use of the license under the Echopass SPLA agreement.

Echopass Partners Are Paid For:

Echopass Referrals: <ul style="list-style-type: none"> • % of revenue for Echopass hosted contact center services 	CRM On Premise: <ul style="list-style-type: none"> • All license revenue • Professional Services • Installation & support
Echopass Reseller: <ul style="list-style-type: none"> ■ Higher % of revenue for Echopass hosted contact center services 	CRM Hosted by Echopass: <ul style="list-style-type: none"> • % of monthly license revenue • Professional Services • Installation & support

In all cases where partners combine Hosted Dynamics CRM with Echopass Hosted Services, the partner receives Dynamics CRM revenues as well as fees for Professional Services, installation, all ongoing support and fees associated with changes to the customer's CRM application.