

## XO<sup>®</sup> INTERACTIVE

### XO Interactive Provides Contact Center Solutions with Unparalleled Scalability, Reliability and Built-in Flexibility

Since 1992, XO Interactive, a division of XO Communications, has been the leader in Enterprise Voice Managed Services by combining managed services from its carrier-class data centers and a nationwide, high-capacity IP network with industry-leading software for Outbound Call Notification, Inbound Call Notification, Intelligent Call Routing and Hosted VoiceXML.

XO Interactive gives businesses the capabilities, capacity and solutions to immediately address their business issues without the need for capital spending. Our services are always in alignment with enterprise revenue and expense objectives ensuring success. Subscription models allow for rapid turn-up and turn-down to match seasonality while our high-volume capabilities drive lower costs.

#### With XO Interactive you will receive:

##### Single Point of Contact

- Dedicated team for all telecommunications needs
- Unrivaled response time – 24x7 Customer Care & National Operations Center (NOC)
- 100% Accountability

##### State-of-the-Art Equipment

- Redundant platforms
- Integrated into Tier 1 telco network

##### Reduction of Overall Telecommunications Costs

- Minimal upfront project management cost
- One-stop shop
- Easy to project and budget future expenses (fixed costs)

##### Equipment Obsolescence Eliminated

- No future capital expense for upgrades/new features
- No risk of lost investment due to changes in technology

#### Matching Best Technology with Proven Experience

XO Interactive handles millions of interactions for some of our clients in a single hour. This performance is achieved because our strategy is crystal clear. First, leverage the very best commercially available technology from companies such as Genesys Labs and Voxify. Next, combine it with in-depth industry knowledge and pre-packaged applications. Then, host it within geo-redundant, carrier-grade facilities. Finally, be obsessive in every detail and operate the solutions with experienced resources at the highest service levels. Because we do this, enterprises receive rapid time-to-market delivery without sacrificing quality. And that's for every industry we serve.

#### Industries Served

<b>Financial Services &amp; Insurance</b>	<b>Banking</b>	<b>Pharmacy &amp; Pharmacy Benefit Management</b>
Renewals Claim Status	Balances Fraud Alerts	Will Call Refill Reminders
<b>Hospitality &amp; Travel</b>	<b>Communications &amp; Media</b>	<b>Government</b>
Cancellations/Re-Bookings Award Programs	Content Alerts On-Boarding	Emergency Alerts Resource Allocation
<b>Retail &amp; Online Retail</b>	<b>Healthcare</b>	<b>Distribution &amp; Services</b>
Award Programs Special Events	Appointment Confirmations Service Reminders	Lead Generation Records-By-Voice

#### XO Interactive Applications

**Inbound Call Automation (IVR):** Toll-free (or local) applications allow callers to access information from a database or website.

**Outbound Call Automation:** Outbound messaging informs called party of important information.

**Intelligent Call Routing:** Customer-controlled call routing can manage inbound calls, using designated business rules that address certain business conditions. Provides disaster recovery options.

**Hosted VoiceXML:** A shared or dedicated platform hosted by XO that allows customer to interoperate their proprietary VoiceXML code with XO's network and services.

