



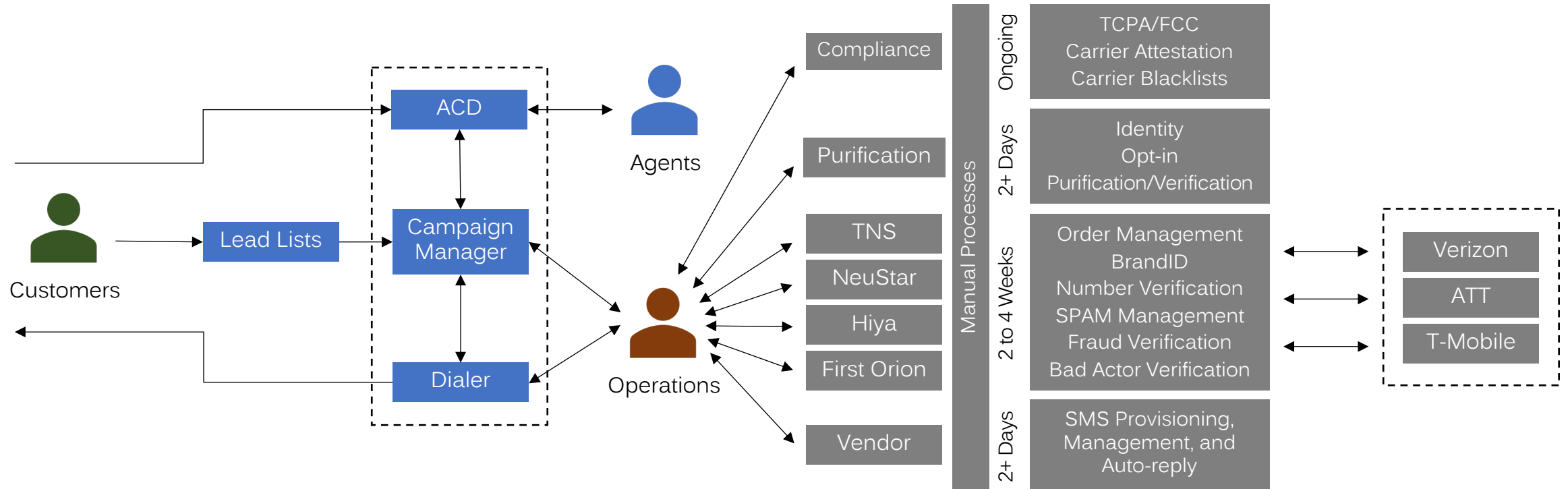
PURE CALLERID



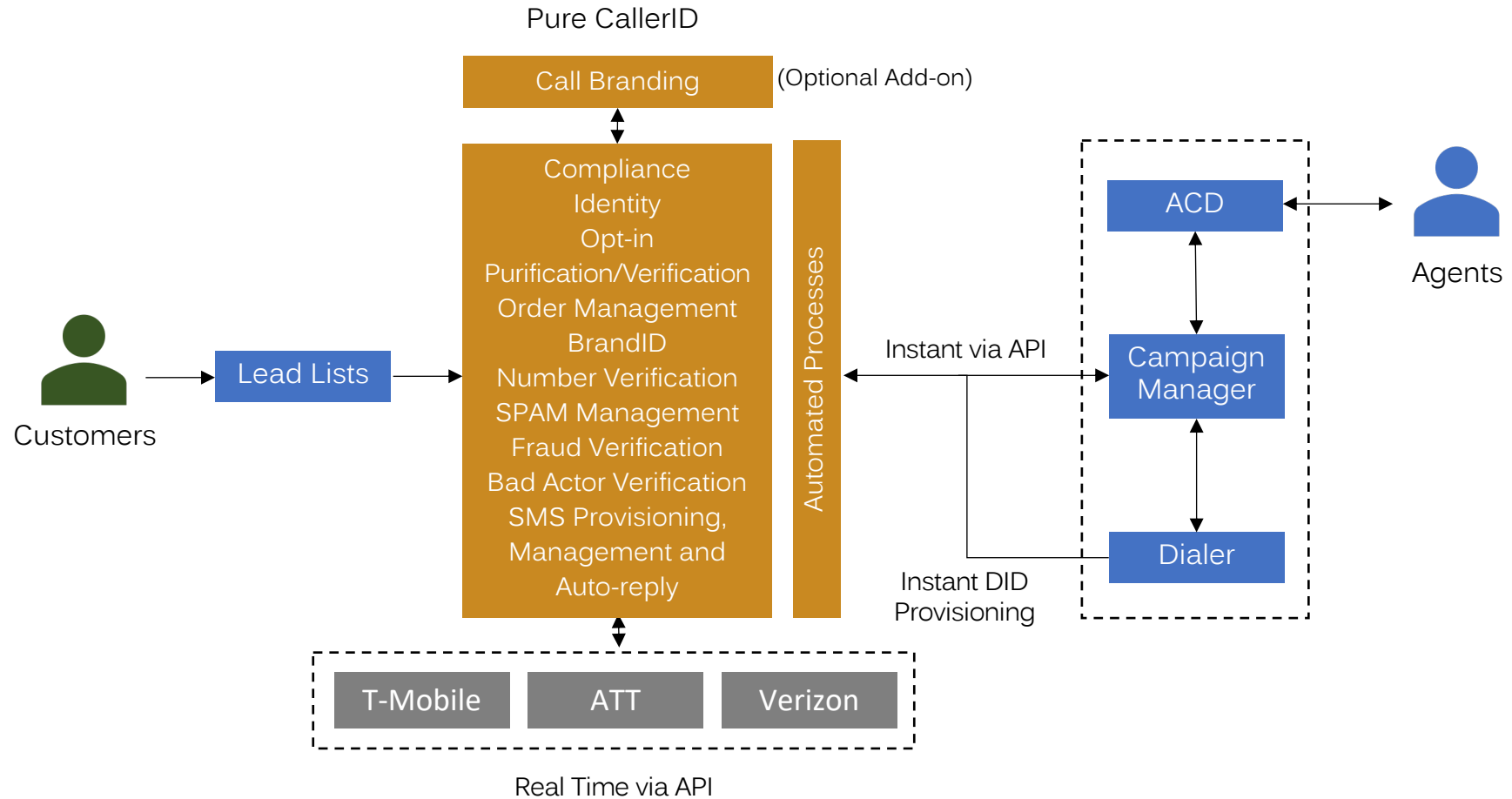
You Have a Call from Pure CallerID

Transformative Outbound CX Servicing

Today's Problem

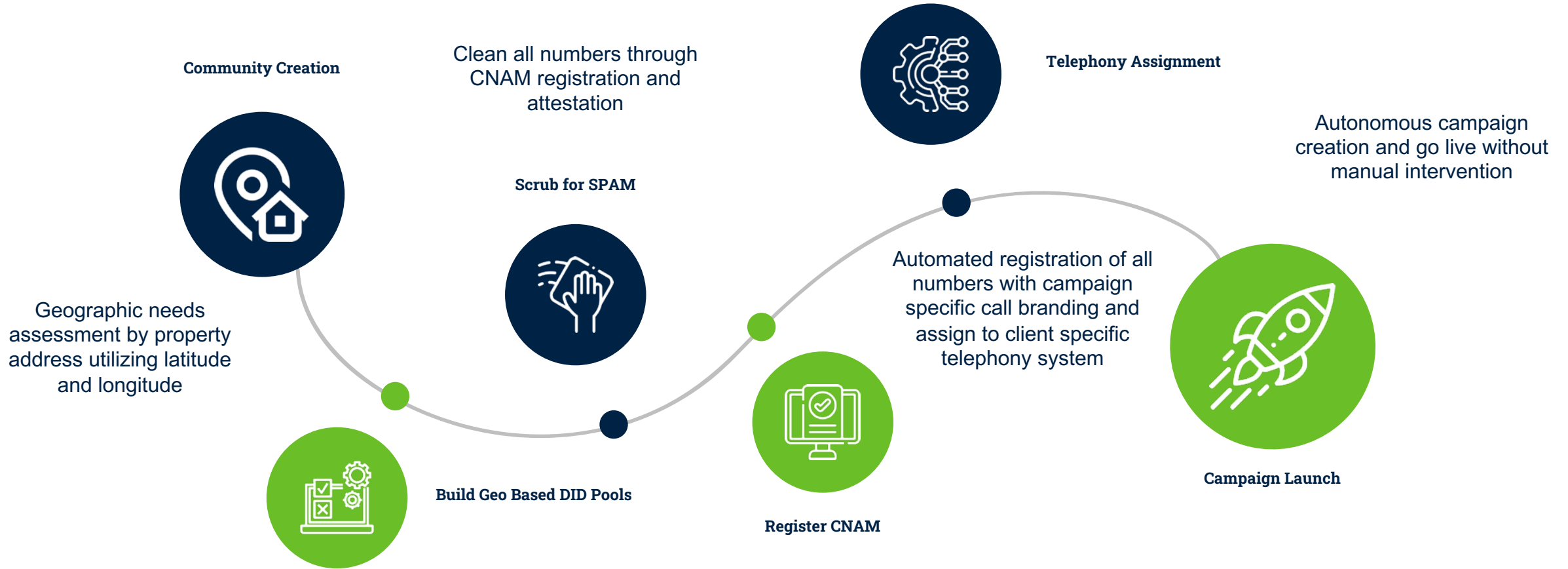


Tomorrow's Solution



Community Caller ID

The front end for the Pure CallerID platform is our Community Caller ID pool service. Our automated system allows for one click campaign creation, specific to the true geographic region of your target audience, free of SPAM or blacklisting, in a simple end user interface that anyone can use within your organization. The pool process cycles on a weekly basis or based on dial volume and agent count.



DataBoost by Pure CallerID



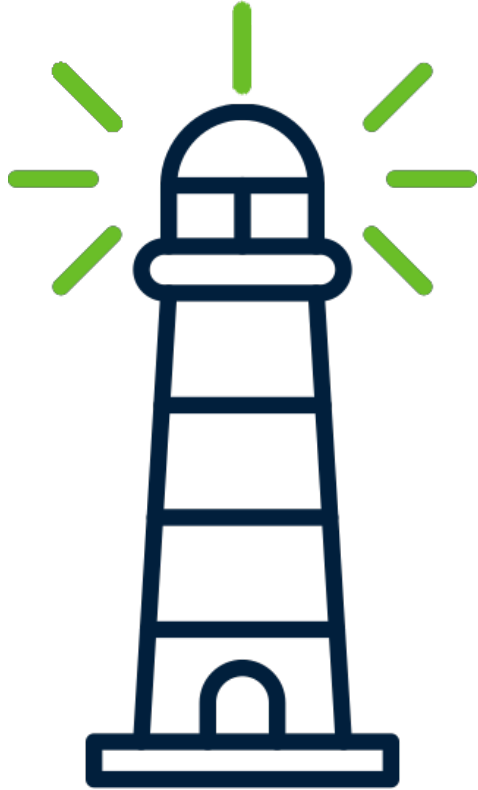
Dial smarter not harder with pre-dial routing powered by DataBoost. Teams can layer in decisioning as needed from the campaign level, applying enhanced data augmentation at the individual record level.

Key Benefits

- Identify:
 - Line type
 - Carrier
 - Length of ownership
 - Phone validity
 - Status
 - Activity Score
- Update records with flags/triggers:
 - Design unique contact schedules
 - Refresh inactive records
 - Flag by line type and by carrier
 - Enhanced contact strategies for your agents



Watchtower: KYC based compliance assurance



Watchtower ensures the highest standards of legal and regulatory compliance for customer engagement. Our robust KYC process enables enterprises to enable additional compliance functionality. Watchtower provides compliance assurance at the lead insert level as each customer interaction is built on trust, data integrity, and adherence to the latest telecommunications and data protection regulations.

Watchtower

- Suggested service for any organization that **buys leads or generates leads**, providing the token(s) as part of the upload.
- If the token **check fails**, a lead is either rejected or moved into a pre-validated manual dialing campaign
- If the **token passes**, the lead moves into the list as expected
- **Activated at the campaign level**
- Requires access to client Verisk and/or Active Prospect accounts via API

Watchtower Advanced

- Includes base Watchtower functionality
- **Activated at campaign level**
- **Required to activate 1-way messaging**
- Integration of full **TCPA check**
- Integration of full **DNC check** (client must provide active SAN)



Platform Rates - Standard

UNLOCK ENHANCED CX

Reduced Wait Time,
Time In Queue,
Voicemails, and
Queued Callbacks



Increased Talk
Time Leads to
Agent
Productivity

Improved KPI Drive Agent
Performance Opportunities,
Significant Lift In EX

CX Increases With Agents
Consistently Engaged and Focused

One Time Configuration Fees

Pure CallerID Configuration	\$10,000
Identity Beacon	\$1,000
Watchtower Configuration	\$2,500
BrandID Configuration	\$1,500
DataBoost Configuration	\$2,500

Standard Usage Fees

Service Item	Rate Fee
Platform Transactions - 0 to 999,999 records	\$0.010
Platform Transactions - 1M to 2.99M records	\$0.008
Platform Transactions - 3M to 4.99M records	\$0.006
Platform Transactions - 5M to 6.99M records	\$0.005
Platform Transactions - 7M to 8.99M records	\$0.003
Platform Transactions - 9M+ records	\$0.002
BrandID * (per call presented)	\$0.050
Callback routing (per minute, local)	\$0.018
1-Way / Auto Response SMS (per segment)	\$0.018
DataBoost	\$0.025
Watchtower	\$0.001
Watchtower Advanced	\$0.021



Thank You!

