

# MELITA® HAS EVERYONE IN CABLE TV TALKING

About improving account contacts and reducing the cost of late-paying subscribers. About increasing promise to pay arrangements. About productive campaigns to attract new subscribers. About balancing inbound and outbound call handling. About providing your subscribers with access to information they want – when they want it.

Never before has it been so critical for the cable TV industry to become *competitive . . . and profitable . . .* and still deliver a high level of customer service. Melita's advances in enterprise wide Customer Care<sup>SM</sup> solutions for inbound and/or outbound call centers are happening daily – in cable, DBS, wireless cable and pay-per-view.

Melita solutions provide desktop integration of powerful telemarketing and contact management applications, with predictive dialing capabilities, interactive voice response (IVR), voice mail, data, host-server based applications, fax, graphics, video and PBX/ACD facilities. Bringing benefits to all departments – from telemarketing of new services or promotions, to shortening delinquency collection times, to dramatically reducing service terminations, or to improved customer service.

Melita Customer Care solutions deliver the highest level of call processing performance and productivity, and still ensure your subscribers have a positive experience during and after each telephone interaction. *Benefit – you maintain a competitive edge and:*

- Stay on top of receivables and improve promises to pay
- Manage incoming and outgoing subscriber calls
- Improve scheduling service
- Facilitate new subscriber, or subscriber upgrade campaigns
- Improve customer service and the quality of your subscriber contacts

## ...AND TALKING

### About Region Cable of Lille, France

They are using the Melita system for telemarketing, collections and quality control for their own services, as well as marketing themselves as a telemarketing service bureau to other regional cable companies. Within a few months of the PhoneFrame<sup>®</sup> installation they gained 25 percent of their new cable TV subscribers. Their Melita solution has helped them be more responsive to customer needs and as a result, they have increased their customer service satisfaction to almost 100 percent.

About Continental Cablevision, Mile Hi Cablevision, and many others that are using Melita solutions to achieve their business goals.

**MELITA**<sup>®</sup>  
INTERNATIONAL

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### About Effective Inbound and Outbound Calling

With Melita's patented Dynamic Inbound/Outbound™ capability, you can rely on one system to manage and process both your inbound and outbound calling. The same agent can handle both inbound and outbound calls, giving you the flexibility to utilize the same staff for multiple campaigns. Only live calls are delivered to your agents . . . over 300 percent more contacts than manual dialing. Busy signals, wrong numbers, answering machines and no answers are screened out and are automatically queued for callback. And, if you want, your subscribers can access account information 24-hours a day. *Benefit: the highest level of productivity – you can contact more accounts with the same or even less staff without sacrificing quality. And your inbound calls can be routed to an agent or an IVR instantaneously. And you maintain maximum productivity and efficiency with minimal resources.*

### About "Cable-Friendly" Account Management

As each live call is connected, subscriber billing, servicing history and current account status are simultaneously transferred from your host to your agent's workstation. Full scripting and even motivational prompts for your agents can be provided. This gives your agents total information to effectively interface with your subscribers. You can generate real-time reports and respond immediately to changes in individual or campaign performance as well as account response. Immediate customized reports match your requirements. *Benefit: the kind of "cable-friendly" care your subscribers are expecting, greater operational control, and additional revenue. Plus, you can immediately judge the success of a telesales or collection campaign.*

## ...AND TALKING

### About How Melita Fits Into Any Existing Environment

The Melita system is designed to operate standalone, or tie into your current installed systems. Our installation team works closely with your personnel to quickly get the system up and running at maximum efficiency. And because our system is modular, you can seamlessly add new technology and system capabilities. *Benefit: decreased agent turnover and retraining. Increased agent productivity. Protection of your investments.*

**All these translate to lower costs per contact, higher contacts per hour, and far more satisfied subscribers who will utilize your services today and in the future.**

**Just give us a call at 1-800-MELITA1, and let us show you how.**

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