



News to Drive Your Business

Spring 2008
Newsletter

Element Customer CARE, 2635 Meridian Parkway, Suite 140, Durham NC, 27713
www.elementcare.com (866) 291-6500

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First Cisco CCNA Class Graduates

[Element Customer Care](#) proudly announced the graduation of its first in-house Cisco Certified Network Associate (CCNA) class. This class is the result of Element's in-house training program and the corporate focus on developing the whole person to create a team of tech-savvy employees. Element provides billing services, tech support and a customer service call center for cable, broadband and telecommunications operators using CSG Systems software solutions.

Element's employees are encouraged to take advantage of in-house certification programs such as CCNA. Also offered are training opportunities such as compTIA+, analog video, digital video, VoIP and more. Element has a staff of eight in our training department, lead by Mary Celle, M.Ed. and Tony Espinoza, Vice President, Operations.

Please see *Cisco Class* on page 2

2008 First Quarter Goals Met Early

[Element Customer Care](#) now supports more than 100,000 cable and internet subscribers and an additional 300,000 hotel rooms with the addition of its latest client. With this February accomplishment, Element met its first quarter goal.

"2007 was a great year for Element and judging by the early numbers for 2008, we are starting this year off on the right foot,"

*Matt Zemon, President,
Element Customer Care*

"2007 was a great year for Element and judging by the early numbers for 2008, we are starting this year off on the right foot," said Matt Zemon, President, Element Customer Care. "We are thankful for the confidence of our clients as we continue to provide them with the best possible customer service and support."

Element Customer Care leverages industry best practices and buying power to provide its clients' subscribers with a first-class customer service experience. Their agreement with industry leader CSG Systems links the largest provider of video billing to operators of all sizes for affordable, turnkey billing and customer service solutions.

Element Launches New Website

Element Customer Care was proud to unveil its new website in April. With Element's growing customer base, it was important to have a more comprehensive online presence.

Element worked with an internationally-recognized team of web designers and SEO (Search Engine Optimization) specialists to design the site. All of the content was developed in-house based on consumer inquiries and Element's services.

The new website offers clients and potential clients an opportunity to learn about the myriad of services available through Element. For ease of use, our four main service areas form the main navigation with the additional option to search by industry.

Our hope is that users find the site easy to navigate, full of pertinent information as well as attractive. If you have any comments about the new website, send an e-mail to cfischvogt@elementcare.com.



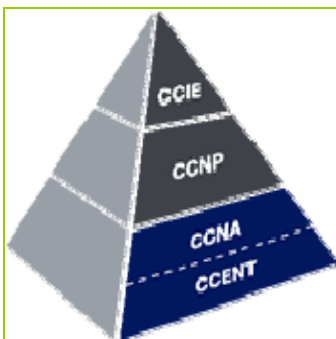
First Cisco CCNA Class Graduates

Cisco Class continued from page 1

As a growing company, Element strives to keep our workforce challenged; ongoing training is a key part of that. Our first graduating class is testimony to the commitment of our employees to be the best possible providers of customer service and tech support for our clients.

The Cisco network associate certification empowers graduates with the ability to install, configure, operate, and troubleshoot medium-size routed and switched networks, including implementation and verification of connections to remote sites in a WAN.

The widely-respected Cisco IT certification program available through Element brings valuable, measurable rewards to our customer service professionals, their managers, and our clients. Element's next class is already underway.



Cisco career certifications options include CCNA Certification.

Element Named NCTC Preferred Provider

In early 2008, Element Customer Care was selected by the National Cable Television Cooperative (NCTC) as a preferred billing and customer care provider for its members. Element is proud to be named a preferred provider. We believe in the NCTC's mission and the strength it lends to independent cable operators nationwide.



Element is proud to be a preferred provider for the NCTC.

"NCTC has negotiated this agreement to ensure that all of our members have affordable access to the industry's leading billing platform," said Jeff Abbas, President and CEO, NCTC. "Element Customer Care and CSG allow our members to continue to retain a competitive advantage as they better serve their subscribers."

NCTC is a not-for-profit programming and hardware purchasing cooperative. Founded in 1984, NCTC serves more than 1,100 cable operators throughout the United States. NCTC member companies own and operate cable systems serving 14 million subscribers. NCTC is located in Lenexa, Kansas. Visit them online at <http://www.nctconline.org>.

"NCTC has negotiated this agreement to ensure that all of our members have affordable access to the industry's leading billing platform."

*Jeff Abbas, President/CEO,
National Cable Television
Cooperative*

With Element, NCTC's member companies can focus on growing their business and not on the day-to-day service and billing issues.

Why the Philippines?

The Republic of the Philippines offers just the right combination of economic, cultural and educational factors, making it an excellent location for call centers and business outsourcing companies. The Philippines offers a variety of advantages for businesses like yours including:

Clear accents Filipinos, particularly those living in Cebu, are extremely fluent in English and have minimal accents, which makes it possible for them to effectively handle all types of calls with ease and deliver maximum results.

High education level One of the most important values for Filipino families is providing education for their children. They believe higher education paves the way to a successful, secure future. The vast majority of Filipinos have four-year university degrees, which gives companies doing business in their country an opportunity to employ a highly-educated workforce and achieve a competitive edge.

Westernized culture Filipinos are strongly influenced by the West in most every aspect of life. From the English language and sports to food and consumer products, you will find Filipinos are very accustomed to the Western way of life and comfortable when speaking with Americans.

Superior workforce With a population of 35 million, a literacy rate as high as 95% and double-digit unemployment, the Philippines offers a large and well-educated labor force that is customer service-focused, willing to work hard, and committed to doing a superior job. The Filipinos are also technically savvy, take pride in their work and are loyal to their employers. With this unique combination, the Filipinos are among the most dedicated and high quality labor pools in the world.



Why the Philippines?

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Many Voices Speaking As One...Element's Customer Care and Billing Solutions

Element does things differently than other call centers in the Philippines. We believe in training the whole person and we apply best of U.S. technology and experience into our Philippine operations, which makes it possible to deliver a higher level of quality and greater results. With Element Customer Care, you'll benefit from many advantages, including:

- State-of-the-art technology-With CSG Systems
- Element's reporting solutions
- Holistic management philosophy
- Workforce training
- Redundant Systems
- Quality performance
- Capacity to quickly expand operations
- Background checks for agents



Element's call center is located in Cebu.

About Cebu

Cebu is one of the provinces of the Philippines. Cebu Island is a long narrow island stretching 225 km (140 mi) from north to south, surrounded by 167 neighboring smaller islands.

Its capital is Cebu City, the oldest city in the country, which forms part of the Cebu Metropolitan Area together with 6 neighboring cities. Cebu is served by Mactan-Cebu International Airport in Mactan Island.

Cebu is one of the most developed provinces in the country and the main center of commerce, trade, education and industry in the central and southern parts of the archipelago. It has five-star hotels, casinos, white sand beaches, world-class golf courses, convention centers, and shopping malls.

In the Census of Population and Housing (Census 2000), Cebu City recorded a total population of 718,821 persons. Metro Cebu and Cebu Province is estimated to have over 2.5 million inhabitants.



Element Customer Care
2635 Meridian Parkway
Suite 140
Durham, NC 27713

Phone:
(866) 291-6500

Fax:
(303) 557-0816

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