



CONTACT INFORMATION:

Colleen Fischvogt
Marketing Specialist
Element Customer Care
2635 Meridian Parkway, Suite 140
Durham, NC 27713
T: 919.794.8773 x5807
F: 303.557.0816
cfischvogt@elementcare.com

Matt Zemon
President
Element Customer Care
2635 Meridian Parkway, Suite 140
Durham, NC 27713
T: 919.794.8773 x5816
F: 303.557.0816
mzemon@elementcare.com

TITLE: Return On Investment Models For Customer Care and Billing Services

PROGRAM ABSTRACT:

You want to sell the double or triple play but how are you going to bill, sell and support your services effectively? Whether you provide cable, satellite, IPTV services, are a venture capitalist funding an operator or are just getting into the business, this session will examine why you need a Tier 1 support provider for billing services, customer care and tech support. Matt Zemon, President of Element Customer Care- powered by CSG Systems will give you the questions to ask and the names to call to evaluate these crucial service areas for your organization.

During this session, Mr. Zemon will review different ways to scale your business and quickly get your products to market. He will focus on ways to grow your business by taking advantage of the economies of scale and the expertise of any one of the many customer care and billing solutions. You will leave with an understanding of what questions to ask to ensure that your billing, customer service and tech support operations are maximizing your return on investment.

Armed with the questions to ask and financial models, you can guide your business to the right way to outsource specific parts of your operation to increase your bottom line.

LEARNING OUTCOMES:

- Learn about the options available for Tier 1 billing and customer service solutions
- Identify the right questions to ask when considering billing, customer service and tech support solutions.
- Identify the right questions to ask to ensure your billing, customer service and tech support operations are working together.
- Discuss ways that outsourcing specific parts of your operation can increase your ROI.



Biography:

MATT ZEMON, PRESIDENT, ELEMENT CUSTOMER CARE – POWERED BY CSG

A marketing and operations specialist, Mr. Zemon brings over 15 years of operations and marketing experience to Element Customer Care. Prior to founding Element Mr. Zemon was the President of Bulk TV & Internet, a private cable operator with over 30,000 subscribers across the nation.

Element Customer Care is a Durham, NC-based company that offers CSG billing services, tech support and an elite customer service call center. Element's partnership with CSG Systems gives its clients access to CSG's unique combination of solutions, services and expertise to improve operational efficiencies and deliver a quality customer experience in a competitive marketplace.

Element, powered by CSG Systems, was named "Preferred Billing and Customer Care Provider" for the National Cable Television Cooperative. As of early 2008, Element supports over 100,000 cable and internet customers as well as over 300,000 hotel rooms and has nearly 250 employees and full-time contractors.

STATEMENT OF UNDERSTANDING

We understand and agree that this seminar is to be educational in its nature and that no specific product will be sold during the presentation.