

### Why Choose 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 and make great sacrifices for their children to graduate high school and attend a major university. 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 Choose the Philippines?

### **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.



### **Educational Center for 2/3 of the country**

Cebu is the main educational hub in the central region of the country. It has nine large universities each with a number of campus branches throughout the metro, and more than a dozen other schools and colleges specializing in various courses such as Medicine, Engineering, Nautical courses, Nursing, Law, Computer and IT, etc. Many international students come to Cebu for a college education; most of the foreign students are Iranian, Nepalese, Thai and Korean.

Cebu's education statistics:

- Over 1,000 private and public elementary schools
- 200 secondary (high) schools
- 9 universities and 29 colleges
- 10 manpower training centers
- Average annual population of 130,000 college students

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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***

We invest extensively in research and development to ensure that your program benefits from the most effective solutions available in the industry. Our Philippines center is built using "best-of-class" standards and state-of-the-art technology. CSG has a rich heritage of supporting the evolving needs of our industry. Today, the world's largest and most innovative operators rely on CSG to create differentiated bundled services and a first class customer experience. Small and mid-sized companies can now access the same services through Element.

### ***Reporting***

Element's reporting solutions deliver comprehensive, real-time reporting of all customer interactions. Element offers companies direct access to call activity and the ability to retrieve ad hoc trend reports, which provides our clients with critical data to evaluate call center activities. Among the reports available are statistics, call disposition, product sales, quality statistics and client specific information.

### ***Management philosophy***

We believe hiring Filipinos and promoting individuals from within their call center for management positions has been a key to our success. Within daily operations, management is responsible for coaching their teams on call quality and providing developmental training for agents who wish to grow in their careers. By hiring local talent and providing advancement opportunities, Element attracts and retains the highest caliber of staff to work in our call center.



### ***Workforce training***

We don't just rely on Filipino agents to understand American products and lifestyle. At Element, we educate agents about cultural differences related to our clients' products, including availability, cost comparisons, client terminology and American slang. As part of our ongoing training, Element offers accent neutralization classes. These opportunities ensure that all agents are highly-familiar with the American culture and can effectively handle a variety of customer calls.

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### ***Redundant systems***

Our platform is designed, maintained and consistently upgraded to keep your business up and running. Our solutions are fully redundant at the application, platform and network levels. Element's advanced software, powered by CSG solutions, reflects next-generation technology and the ability to integrate new technology without disrupting current operations

### ***Quality performance***

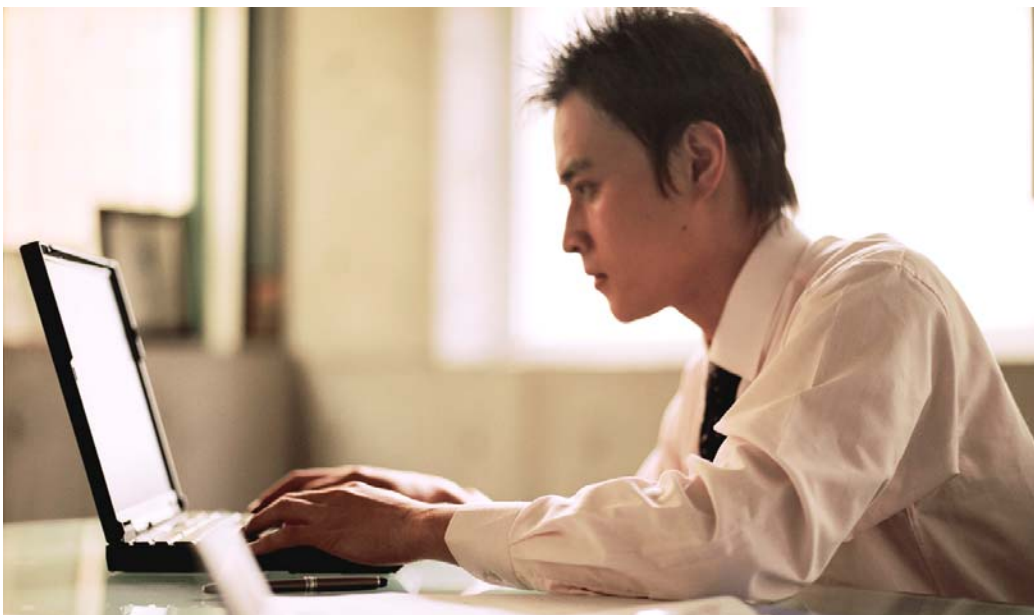
Element's Cebu call center has earned customer satisfaction scores that are among the highest in the industry. The friendly, highly-Westernized and customer service-focused labor force helps to increase customer satisfaction levels. Our ongoing education for employees includes sessions in communication and customer service, critical thinking exercises, technical reviews and updates as well as team building.

### ***Capacity and growth***

At our current Cebu City location, Element has the capability to quickly expand operations. Since the opening of our call center in the Philippines, we have more than doubled the number of agents and will continue to expand to meet the future needs of our clients.

### ***Background checks for agents***

To achieve the highest quality standards for our clients, Element conducts thorough background checks on every applicant. We diligently check work history and references, which ensures hiring the best possible candidate for every position.





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### About Element Customer Care

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.

CSG is the leading provider of outsourced billing, customer care and print and mail solutions and services supporting the North American cable and direct broadcast satellite markets. Through their unique partnership, the first in CSG's 25-year history, Element Customer Care is able to offer the only Tier 1 customer care and billing solutions to small and mid-sized companies, giving our clients access to the same tools used by industry leaders.

Element recognizes the value of customer interactions and the client's need to implicitly trust its services partner. From tech support to bill printing services, we support client goals with flexible, customized solutions for customer service and technical support.

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.

Experience and a commitment to industry best practices form the foundation of Element's success. Our talented, caring team of professionals does the rest.

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