Managing Proactive Communication

Engage Customers When They Want, How They Want

Proactive multi-channel solutions empower enterprises to generate stronger customer engagement and productive, lucrative results. By learning user preferences and developing data-driven conversations using hosted technology, you can personalize automated interaction to deliver exactly what your customers want.

Notify and Remind
- Interact more frequently and efficiently with a broader audience
- Maximize response rates
- Reduce operational costs of inbound customer service

Personalize and Converse
- Provide customers choice and control
- Strengthen education, retention and advocacy
- Improve care effectiveness, survey participation, collections results and satisfaction scores
- Decrease opt-out rates

Coordinate and Manage
- Reduce development, maintenance and compliance costs
- Easily administer campaigns and ad-hoc messaging
- Streamline communication touch-points across your enterprise
- Ensure opt-in consent and regulation compliance
Confident Management, Powerful Engagement

You need a partner that understands your goals, knows your market and has the broad technical expertise to ensure stability, compliance and adaptability in an ever-changing consumer-driven world. Intrado has more than 30 years of cross-industry experience building and orchestrating proactive communication solutions, using data to optimize performance and ROI. Our suite of flexible, multi-channel outbound solutions equips organizations with:

One-Way Notifications
- Send outbound voice notifications with automatic answering machine detection, right party authorization and functions to maximize intuitive caller interaction
- Send outbound SMS/Text alerts, reminders and updates
- Integrate with other outbound channels, including email and mobile apps
- Benefit from a scalable platform with high-volume capacity

Campaign Administration
- Prepare messages for scheduled campaigns or ad-hoc blasts
- Accommodate simple and complex pre-processing rules, including recipient filters
- Make live updates through an intuitive dashboard
- Define call pacing and contact order with multiple contact settings to minimize inbound calls and their strain on internal resources
- Search for specific records within a campaign to address customer concerns

Outreach Strategy and Data Analytics
- Integrate new and existing channels, hardware and software
- Coordinate inbound and outbound customer care strategies across your organization
- Access APIs to create a seamless user experience across different portals
- Monitor real-time and historical data
- Analyze customer and demographic trends
- Conduct data-driven A/B testing on comparable campaigns to refine outreach approaches

SMS/Text Conversations
- Automate two-way SMS replies for quick response to simple issues
- Enable agent-assisted two-way interaction, when necessary
- Accept payments
- Support multiple languages

Preference Management
- Centralize customer information with a single source of truth
- Allow customers to configure contact information, and message-type and delivery preferences
- Store an unlimited amount of contact and preference data
- Capture unique preferences for specific business functions
- Trust in global data centers and redundant data storage

Compliance Expertise
- Mitigate information security risk with minimal oversight
- Ensure compliance with ever-changing local, regional and federal regulations

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<tr>
<th>Raise Customer Satisfaction &amp; NPS</th>
<th>Reduce Inbound Calls by up to 80%</th>
<th>Increase in CSAT 3.7%</th>
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<tbody>
<tr>
<td>Intrado Utility Customer</td>
<td>Intrado Cable/Satellite Customer</td>
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Features of Intrado’s Proactive Solutions

Notifications Platform
- International dialing support
- Answering machine detection
- Standard-rate and free to end-user (FTEU) messaging
- Multiple SMS aggregators
- Intelligent call pacing
- Right-party authorization
- Integration with other channels, including email, fax and mobile push

Campaign Administration
- User-friendly dashboard
- Pre-recording for voice messages
- Scheduled and ad-hoc campaigns with rapid deployment
- Opt-in/opt-out database and automated solutions for voice, SMS and email
- Pre-processing filters
- Data integration and cleansing
- Enterprise-wide visibility and context awareness
- Configuration of call-throttling, contact order, retry strategies, etc.
- Real-time monitoring and updates
- Cradle-to-grave reporting
- Intelligent dissemination or manual control capabilities
- Client, state and federal Do Not Call list scrubbing and maintenance
- Cell phone scrubbing

One-Way and Conversational SMS/Text
- Automated replies
- All languages supported by UCS2 character set
- Natural language capabilities
- Preferred agent routing
- Agent-supported interactions when more complex issues arise

Preference Management
- Unlimited contact and preference information storage
- Redundant data centers
- Single source of truth
- APIs to integrate with existing portals
- Subscription services that issue alerts when preferences are updated

Managed Support
- Automatic upgrades to cloud-based software
- 24/7x365 monitoring and support
- Pre-production testing environment
- Application lifecycle management

Professional Services
- Customer journey assessments
- Outreach strategy development
- Application development
- Data analysis and predictive modeling
About Intrado

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging, and actionable - turning Information to Insight.

Intrado has sales and/or operations in the United States, Canada, Europe, the Middle East, Asia Pacific, Latin America and South America. Intrado is controlled by affiliates of certain funds managed by Apollo Global Management, LLC (NYSE: APO).

For more information, please call 1-800-841-9000 or visit www.intrado.com/Customer-Experience