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## Global Connect

Global Connect has experienced 100 percent growth every year since its 1999 inception. An early adopter of interactive voice messaging using Voice over Internet Protocol (VOIP) technology, the company entered the collections market in 2002. The company now has some 450 debt collection customers, ranging from small and medium-size agencies to some of the largest in the United States, plus more than 600 clients in other markets, including a number of casinos, municipalities, utilities, schools, and other business institutions.

### HEADQUARTERS

Mays Landing, NJ;  
nine regional sales  
offices

Global Connect partners with major telephone carriers like Global Crossing, Level 3, Qwest, and others to deliver 60 to 70 million calls per month. Global Connect targets client that want to increase agent productivity, outbound call strategy effectiveness, and ultimately, their profitability. The lack up upfront fees or initial capital investment is particularly attractive to companies in a growth mode.

### Technology

Global Connect's Voice Messaging System is completely Web-based, with all system features available from an online management console. It requires only a touch-tone phone or a computer with Internet access to operate. Using a combined application service provider (ASP) and software as a service (SaaS) approach, the company currently supports telephone and e-mail messaging as well as text messaging.

Global Connect uses co-hosted data centers from Level3. The facilities have automatic backup generators, as well as cameras, heat and smoke alarms, automatic fire suppression system, and full-time 24/7 security. The primary data site is located in Philadelphia, PA, with a full back-up site in New York City. A third data center, located in Toronto, is expected to be operational in early November 2007.

The Global Connect Website is tested and certified daily by ScanAlert to ensure it passes the FBI/SANS Internet Security Test. The HACKER SAFE mark appears on the site to demonstrate compliance with security standards of the U.S. government, JCB international credit card, Visa, MasterCard, American Express, and Discover.

The network is configured so that stored data is not directly accessible from the Internet and is protected by industry-standard firewalls. All data is uploaded via a secure 128-bit SSL connection, with ID and password verification. In early 2007, the company passed an external independent Systrust Audit, an assurance service jointly developed by the American Institute of Certified Public Accountants (AICPA) and the Canadian Institute of Chartered Accountants (CICA).

The system can accommodate more than 25,000 lines with a call capacity in excess of 15 million calls per day. If extra capacity is needed, phone banks of 2,500 lines can be added within 48 to 72 hours. The system's use of cluster architecture permits calls to be moved to a different cluster in case of an outage or other technical problem, minimizing or eliminating downtime. The company claims an average up-time of 99.9 percent.

Implementation is easy. Clients simply:

- Upload data via a Web interface or an FTP site, a process that takes only a few minutes.
- Create their broadcasts using recorded messages, one for live call pickups and one for voice mail or answering machines.
- Select the call list and schedule the broadcast.

### FOUNDED 1999

### EMPLOYEES 76 Full Time 10 Part Time

### OWNERSHIP Privately Held

That's all there is to it. The dialer takes over from there, although clients can track broadcast progress through the system's real-time reporting feature. The quick and easy setup and intuitive interface make the system ideal for any type of collection agency or other types of financial institutions. Global Connect offers an online training demo, as well as free trials, to acquaint new customers with system features. Assigned account managers provide nearly round-the-clock coverage, so that customers speak with a live person when they have a problem and are not routed through numerous help desks.

#### CHALLENGE

Large asset management firm was unhappy with auto-dialer results.

#### SOLUTION

The firm supplemented auto-dialing with Global Connect's Voice Broadcasting System.

#### RESULT

Net collections exceeded the system's cost by a factor of 10.

#### CUSTOMER QUOTE

*"Global Connect's Web-based virtual call center permitted our new agency to avoid the cost of purchasing an auto dialer.*

*We were able to spend our capital on collectors to answer the large volume of inbound calls generated by the Global Connect system. It's fast and easy."*  
– Collection agency customer

### Customization

Clients determine their own rules or preferences, with options that include area code, time of day, time zone split, dollar value sort, first name, last name, phone number, right-party contact verification, live only, etc. The system also offers multiple link back numbers, as well as a built-in pacing feature that slows call output when incoming lines get busy. In case of severe weather or a widespread power outage in a particular area of the country, users can restrict calling by area code or phone number.

The system also provides the ability to connect directly with an agent as well as with most integrated interactive voice response (IVR) payment solutions. We really liked the Caller ID escalation feature. Because the ID changes with each calling pass, targeted customers are more likely to answer, thus increasing the response rate.

### Reporting

All daily reports are provided in real-time, down to the cost and each call. The company also provides daily, weekly, or monthly analytical reports that help customers analyze results and implement call strategy best practices. Standard reporting formats include campaign summary, call detail, live call stats, detail link back, and client analytical reports. Clients can tailor these as needed (to measure the effectiveness of a campaign perhaps), or they can request custom reports.

### Cost

Customers pay only for minutes used, in increments of six seconds. There are no charges for unanswered, busy, invalid, or other unconnected calls, and there are no set-up fees, monthly maintenance costs or training and support fees.

### Outlook

Global Connect representatives say the company's value proposition is built on the three pillars of excellence: product, price, and customer care. In our opinion, its Voice Messaging System fulfills all three promises:

- **Product:** With what is essentially a plug and play offering, the company is well-positioned to work as a standalone solution or as a supplement to traditional dialers.
- **Price:** As is typical of SaaS, there are no upfront costs, nor any long-term contracts required.
- **Customer Service:** Global Connect's customers report an increase in promise to pay, right-party contacts, and overall bottom-line results, combined with decreased idle time and fewer wrong-party contacts.

We think the company's decision to specialize in the interactive collections market space has served it well. Its Voice Messaging System is attractive, cost-effective, and an exceptional value.