



FMS COMPANY OVERVIEW

Fine Marketing Solutions Who we are

The contact center industry is commoditized making it increasingly difficult for the right clients and vendors to connect and fulfill their ultimate purpose – customer satisfaction. More often than not this leaves outsourcers and vendors frustrated after wasting precious time and resources trying to find the right match.

Fine Marketing Solutions (FMS) began with the end in mind to deliver the highest level performance for each client. For this reason FMS fuels its engine with only the best and brightest within the industry. FMS team members average over 15 years of experience and include former clients, contact center executives, and current / former government officials.

Our Clients

Getting things done onshore can be difficult as it is but outsourcing you can run into a whole new set of problems and obstacles. FMS has been a local partner to our clients who have chosen to outsource operations and has helped many contact centers acquire clients and grow their businesses.

We have served clients including Fortune 100 companies and small businesses. Clients come to us when they need to get something done quickly and right the first time around.

What we do

Fine Marketing Solutions' team is a master at accelerating results™. By focusing on the gap between organizational capability and customer expectations our clients get custom solutions. This is possible by applying our years of experience implementing technology, targeted multi-channel marketing, quality assurance, training, rigorous production oversight and "right shoring" of business functions. We do not waste our client's time trying, we guide their project to the best suited contact center with the required skill sets, economics and support for long-term success. Our services include:

Outsourcer Solutions

- Geographical Analysis and Vendor Profiling
- Vendor Selection
- Vendor Management
- BPO Consulting & Implementation
- Quality Assurance Monitoring & Reporting and more

Contact Center Solutions

- Business Development
- Branding & Marketing
- Contact Center Performance Optimization
- Contact Center Training
- Contact Center Site & Technology Design
- Quality Assurance Monitoring & Reporting and more

Branding & Marketing Solutions

- Corporate Identity & Website Design
- Social Media Marketing
- SEO, Geo-Tracking, Online Marketing and more

CLIENT SUCCESS STORIES

"Fine Marketing Solutions played a critical role in helping us select the best contact center provider to handle our inbound customer service and enrollment needs. Their expertise throughout the entire implementation process and ongoing program management has proven invaluable."

VP Operations, Leading Insurance Services Provider



Success Story #1 Healthcare Services

A leading provider of government sponsored health plans, with annual revenues exceeding \$2.0 billion annually, was unable to adequately service its Medicare Part D enrollees. Their incumbent vendor abandoned a high number of calls, causing the health plan to miss out on significant revenue opportunities while simultaneously driving up agents' average handle times and the associated telecommunications costs.

Losing thousands of dollars a day, the health plan called on Fine Marketing Solutions to quickly find an alternative outsourcing partner that could effectively service their Medicare Part D enrollments needs.

The FMS Network in Action

Fine Marketing Solutions tapped into its global contact centers and found a perfect match; a vendor offering enough dedicated license insurance agents to meet the client's tremendous demand. The health Plan agreed and within 14-days of the initial request, the FMS Network Contact Center enrolled new members at a rate 3.5 times greater than the incumbent vendor.

Today, the company exclusively utilizes the FMS Network Contact Center to handle all of its Medicare Part D enrollment needs. Furthermore, given the quality of service received, the health plan has awarded FMS and its partner an additional 475 seats of customer service, split between sites located in the United States and the Dominican Republic.

Success Story #2 B2B Office Supplies

A leading provider of business and consumer office supplies, with annual revenues of \$750 million, wanted to become a virtual "One-Stop-Shop" for their customers' office supply needs. Faced with a high churn rate and a commoditized product offering, the Company asked FMS to assist in the redesigning of their customer management strategy.

Call In The Experts

FMS tapped into its Global Network and found an experienced agency that was up for the challenge. Prior to launching the new contact center, the FMS project team partnered with the Client's marketing and operations departments to revamp their customer management approach.

Within weeks, the collaborative team analyzed historical contact, product and order data to develop a new approach to anticipate customer purchasing behavior. The result, a customer contact plan that pre-determined the best time to call a customer to reorder supplies and instruct agents what products they should attempt to cross-sell. Intelligent scripting was developed to alert agents to offer the appropriate ancillary products.

Since program inception, the Company's average order size has increased by over 19%. Furthermore, customer attrition, measured by no new products ordered within 180 days, was reduced by 32%. These improvements translated into an estimated \$2.5 million contribution to annual earnings.

Letters of Reference



Ambassador Juan Avila

Permanent Mission to the United Nations by Dominican Republic

Lic. Eddy Martínez

Secretary of State & Executive Director Center for Export & Investment – Dominican Republic

Mr. Tim Searcy

CEO American Teleservices Association

Mr. Dean Harisis

Senior Vice President Global Outsourcing the First American Corporation



Republica Dominicana

Santo Domingo, D.N.
December 1st, 2008

To whom it may concern:

Jason Fine, independently, and through the efforts of his two companies, Fine Marketing Solutions (FMS) and the Contact Center Institute of the Americas (CCI), has meaningfully impacted the overall growth of the Dominican Republic's contact center industry and the maturation of its labor force. His contributions however, have not been limited to one specific industry.

Over the past three years, Jason has worked closely with several ministries within the government of the Dominican Republic. He has been called on to advise on a variety of strategic initiatives. One initiative of particular importance to the country is project SMarT (Santiago Massive Retrain). SMarT's objective is to equip displaced, underemployed or unemployed Dominicans with skills required to succeed in our fastest growing sector; the service industries. Components of SMarT include a process driven and scalable mechanism to simultaneously train thousands of people over a 12 month period. Ten months are reserved for teaching students to speak English fluently, while the remaining two months focus on industry specific skills.

As the Dominican Ambassador to the United Nations, I have received invaluable guidance from Jason helping to support President Leonel Fernandez's vision of transforming the country's historically agricultural driven economy to one fueled by innovation, technology and service.

It is with the highest regards that I recommend Jason Fine, FMS and CCI as potential strategic partners your organization, government and/or critical initiatives.

Kindest Regards,

A handwritten signature in black ink, appearing to read 'Juan Avila', written over a light blue horizontal line.

Ambassador Juan Avila
Permanent Mission of the Dominican Republic to the United Nations



República Dominicana



CEI-RD
Centro de Exportación e Inversión
de la República Dominicana

"Año Nacional de la Promoción de la Salud"

Santo Domingo, D.N.
August 19th, 2008

To whom it may concern

Over the past 18 months, Jason Fine and his partners have contributed both the intellectual and financial capital required to partner with the government of the Dominican Republic in establishing The Contact Center Institute of the Americas (CCI). CCI is a for profit educational institution providing a methodical process to train and certify local Dominicans for careers in the contact center industry. Upon graduation, CCI assists students in securing a long-term job.

Our country is positioning itself to capitalize upon the current and future demand driven from multi-national organizations to relocate contact center and BPO operations to the DR. Our low cost of operations and ever growing supply of trained labor is beginning to earn us the reputation of "Outsourcing Destination of Choice." These jobs and the FDI associated with them, present the DR with a unique opportunity to immediately address our country's poverty rate and provide tangible career opportunities for the undereducated and/or impoverished Dominicans.

In addition to establishing CCI, Mr. Fine, through Fine Marketing Solutions, has attracted several Fortune 500 companies to the Dominican Republic. Companies such as The Well Care Group and The First American Corporation have added in excess of 1,500 jobs throughout our country and millions of dollars of taxable revenue.

It is with the highest regards that I recommend Mr. Fine and his outstanding team for serious consideration. They are amongst the few that over deliver upon what they initially promise.

My Best Regards,

Eddy Martinez Manzueta

Secretary Of State

Executive Director of the Center of Export and Investment



American Teleservices Association

September 22, 2008

President Fernandez
Presidential Palace
Republica de Dominicana

Mr. President,

I continue to marvel at the amazing growth and increasing reputation of the Dominican Republic in the contact center industry. Although four years ago, I felt like a voice in the wilderness advocating for companies to locate in your country, my voice is now but a member of a chorus singing the praises of your nation. Congratulations on leading the way to create jobs, economic prosperity and an international reputation of business excellence. At my first speech in your country, I commented that a "leader can be measured by the people that follow." I repeat my compliment that those choosing to follow you in your mission to accomplish much for your people are of remarkable quality.

In particular, I wanted to pass along my gratitude and admiration for my friends Jason Fine and his associate, Gretchen McKinney. The past several years have been particularly successful for the partnership between U.S. companies and your country, in part due to their efforts. I have been witness to their specific contributions which from my distant point of view in the States, have been remarkable. Their evangelical devotion and support of the Dominican Republic as an excellent location for companies to locate has become infectious. I know that through their efforts, many Fortune 500 companies have been attracted to your county including WellCare, First American Corporation and American Hotel Registry. These accounts alone I have been told have created over 1,000 jobs.

The implementation of the Contact Center Institute of the Americas and its subsequent marketing have helped the Dominican Republic stand out in a crowded market of Latin American nations interested in the contact center space. It is the kind of leadership demonstrated in the development of CCI which has caused me to seek out Jason's advice on issues related to offshore teleservices. The ATA has created a Self Regulatory Organization to partner with the U.S. Federal Trade Commission and the Federal Communications Commission. The standards created by this organization will be used to accredit companies and certify their compliance with federal and state laws. Only the Dominican Republic through the lobbying efforts of Jason Fine has been designated as the first offshore location to be encouraged to undertake this project.

I have been watching the current attempts to unionize the contact center industry in your country, and Jason's guidance will prove invaluable to me in the future. I have grave concerns about what unionization would mean to this emerging enterprise, and counsel you in the strongest terms to consider carefully its role in this industry. U.S. companies will quickly move operations from your country if unionization becomes popular.

I would be terribly remiss if I did not also compliment my dear friend, mentor and guide, Secretary Eddie Martinez. Secretary Martinez was the first recipient of the ATA's International Teleservices Champion Award several years ago. His tireless efforts to promote business our industry in the Dominican Republic have been a benchmark that other countries have tried to follow.

In closing Mr. President, I want to pledge to continue to be a friend to teleservices in the Dominican Republic. When it is in my power to promote your country's benefits, I will do so. I look forward to the opportunity to see you again in person, and to thank you for your leadership to this important communications link between businesses and their customers.

With warmest regards,

Tim Searcy
CEO
American Teleservices Association



The First American Corporation

September 22, 2008

Fine Marketing Solutions
2095 Cardington Avenue
Columbus, OH 43229-2042

Attn: Mr. Jason E. Fine, President

Dear Jason,

I just want to take a moment to provide you an update with our progress since the last time that I wrote you (a letter of thanks dated July 23, 2007).

Since that time First American has made tremendous progress with our efforts in the Dominican Republic. We completed our joint venture with Synergies Strategic Services on January 31, 2008, and have since grown the operation to approximately 90 agents. Now that I have shifted my focus to the Financial Services side of our business, I anticipate that further growth is not only eminent, but will far exceed this first phase.

In fact, our first team is being trained this very week and this was preceded by expert training from your Call Center Institute (CCI). We have found that placing our workforce through the CCI program prior to our trainers working with them has yielded a consistent "product" for the processes that we are trying to support in the Dominican Republic. So I also want to take this moment to thank you personally for the efforts that you have put into making CCI a success.

As always, I can make myself available if your firm ever requires a professional reference.

Best regards,

Dean S. Haisis
Senior Vice President – Global Outsourcing
The First American Corporation