



BRAND PLATFORM



* Core Concept

MISSION-DRIVEN CUSTOMER ENGAGEMENT

This is our secret sauce -- the one word or concept we want to be known for in the marketplace. This core and underlying message is always communicated by our brand.

1. We bring a **Mission-Driven** critical focus to customer engagement because our partners have entrusted their customers and their brand to our care.
2. Our passion for excellence reflects our **Mission-Driven** Christian culture of service and our passion for fostering human connections.



* Brand Statement

Who is the Brand for? What is the Brand product? How is the Brand differentiated? What is the reason to believe?

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For businesses, government agencies, ministries and non-profits,

who wish to outsource customer engagement without sacrificing personalized attention, exceptional service, and a quality brand experience...

Only SERVANTUS offers MISSION-DRIVEN CUSTOMER ENGAGEMENT that...

- **ALIGNS** your business objectives with our customer engagement solutions,
- **MAXIMIZES** value through our USA/Costa Rica platform,
- **TAILORS** responsive solutions that are scalable without minimums, and
- **REFLECTS** our Christian culture of **SERVICE**, driven by our passion for fostering human connections.

The success of our approach is evidenced by the satisfaction of our customers, as well as the quality and loyalty of our employees.

Target customers

Problem they seek to solve

Our unique approach

How we do it

Proof that it works

* Brand Promise

A RELATIONSHIP BUILT ON TRUST

Our brand is built upon the 13 behaviors of Relationship Trust:

- | | |
|------------------------|-----------------------------|
| 1. Talk Straight | 8. Confront Reality |
| 2. Demonstrate Respect | 9. Clarify Expectations |
| 3. Create Transparency | 10. Practice Accountability |
| 4. Right Wrongs | 11. Listen First |
| 5. Show Loyalty | 12. Keep Commitments |
| 6. Deliver Results | 13. Extend Trust |
| 7. Get Better | |

EXPECT QUALITY

We give personalized attention, deliver exceptional service, and create a quality brand experience for your customers

WE LIVE OUR VALUES

Our mission-driven approach reflects our Christian culture of service. We donate our profits to support those in need.

This is how we fulfill our customer's expectations, meet their needs and build their trust so that they become a customer for life. It defines what our customers can expect from our brand everyday.



* Target Customers

Who is the most likely user of our service? Our ideal customer is looking for a personalized approach. We work with a broad range of business types as well as specific verticals:

GENERAL BUSINESS

We are well-suited for any business with basic or sophisticated inbound or outbound needs (1-100 seats)

INBOUND

- Customer service
- Sales and order-taking
- Technical support

VERTICALS

COSTA RICA

- Government agencies
- Major institutions

MINISTRY

- Ministry outreach
- Support services

U.S. CALL CENTERS

- Needing additional capacity
- Costa Rica Near Shoring

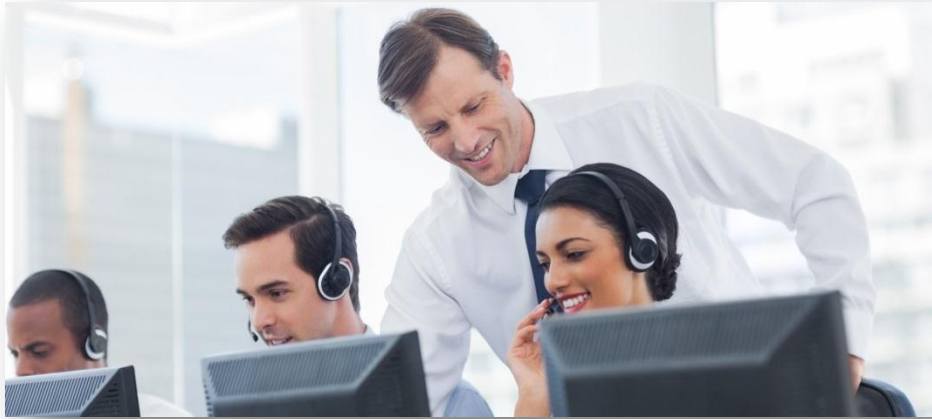


OUTBOUND

- Telemarketing
- Collections
- Market research
- Appointment setting

* Brand Position

Mission-Driven Customer Engagement



Our brand owns a position in the mind of our customer. Our clear position defines who we are – and who we are not.

LOWER COST

Save with the Costa Rica advantage

GREATER VALUE

We combine the quality and convenience of USA client services with the education and expertise that Costa Rica offers

GREATER FLEXIBILITY

Leverage scalable solutions through a total-tailored approach; no minimums

MISSION-DRIVEN

It is our mission to serve – both by serving our customers and by giving our profits to charity.

* Brand Drivers

We support the way you do business:



These are the key features and emotional benefits that differentiate our brand.

The Drivers make our products relevant to our target customer. They articulate our competitive strengths and guide our communication priorities.

STRATEGIC PARTNER

- As a strategic partner, **we align your business objectives** with our customer engagement solutions
- We are **results-driven** to achieve your business goals

COSTA RICA ADVANTAGE

- We **maximize value** through our USA/Costa Rica platform
- Achieve **domestic quality** customer engagement at a **lower cost**
- **Best of both worlds:** Enjoy U.S.-based client services coupled with Costa Rica pricing, education and culture

BUSINESS FLEXIBILITY

- Our **scalable** platform **grows with you**
- Easy to get started with **no minimums**
- Customized solutions are **tailored** to your application

CULTURE OF SERVICE

- We have a **mission to do good** in the world
- **Profits are donated** to charitable causes
- We **attract the best people** to join our team
- Our **passion for fostering human connection** reflects our **Christian culture of service**

* Brand Character

WE'RE ENGAGING

We're in a people business. Everything we do is custom-tailored and personable.

WE'RE RESPONSIVE

We treat your customers as our own. We bend over backwards to achieve your business goals.

WE'RE HIGHLY COMPETENT

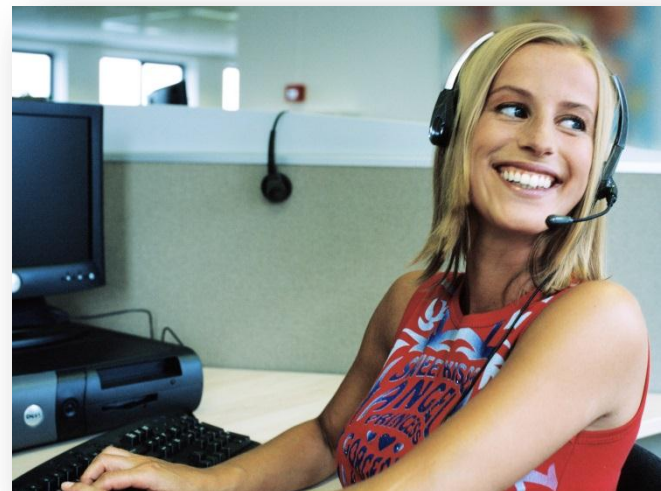
With seven years experience, our technology and know-how shines. Plus we're part of a very elite group of call centers with PACE-SRO accreditation.

WE'RE SERVICE-DRIVEN

We're motivated to fulfill a higher calling. It shows in how we treat the people we work with and our Christian concern for the "least of these."



This is how we define our brand in human terms. Our personality shapes the look, feel, voice and tone of communications and product design.



* Brand Voice

OUR VOICE IS PERSONABLE

“You’ve got a lot of things on your plate. Worrying about your customer service department shouldn’t be one of them.”

WE CAN SPEAK WITH AUTHORITY

“Outsourcing is not a trend; it’s an integral part of how smart companies do business. Today’s outsourcing connotes a strategic relationship between partners, with shared risks and goals. With Servantus, you get to focus on your core business while we do our part with proven expertise.”

WE CARE ABOUT YOU

“We’re here to make sure you stay competitive. We care about your customers as much as you do, and will treat them with warmth and respect.”

AND WE CARE ABOUT THE LESS FORTUNATE

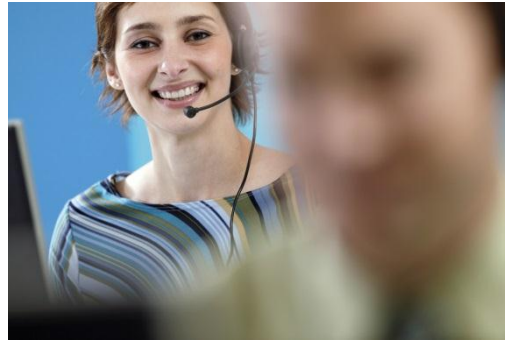
“We’re driven by a higher purpose. We understand that the best-run companies are purpose-driven. As Servantus, we live our belief of servitude – that means serving God, serving our customers, and giving back to society.”

This is how our brand speaks to our audiences. Brand Voice defines how language is used in all messaging.



PHOTOGRAPHY

Photography is always intimate and informal



We may adopt a photo treatment style, i.e. sepia for uniformity



This is the visual reflection of the Brand Personality.

The LOOK AND FEEL will be developed as part of the initial design piece and logo identity project.



* Brand Vision

TRUE PARTNER

We want to be seen as a roll-up-your-sleeves partner, fully vested in achieving our client's strategic business goals.

WE'RE A GROWTH ENGINE

With no minimums and our flexible approach, we want to be known as the BPO company that grows with you.

BETTER VALUE

We want to be known for our Costa Rica infrastructure and our unique ability to deliver greater value than both solely-domestic and conventional off-shore solutions.

SOCIAL PURPOSED

Become the most sought after and respected BPO partner in the world for organizations committed to making an impact

We plan to carve out a meaningful niche in the marketplace. This is where we see our brand heading.



* Next Steps

BRAND IDENTITY

Develop a new corporate identity including logo/mark, color palette, and business cards.

LANDING SITE

Create a one page landing site that presents our brand position, new identity, key messaging and contact page

WEB CONTENT

Build out messaging and content for the full site via a collaborative text platform.

WEB LAUNCH

Launch WordPress-based site with our brand position, services, social purpose, infrastructure, and key people

