

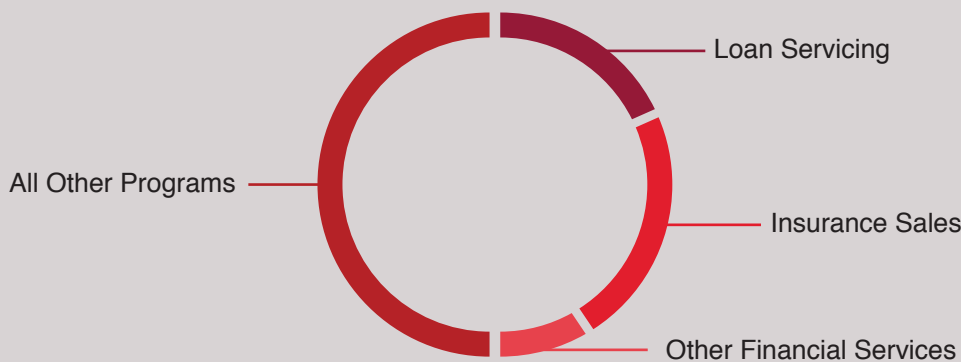
# Thomas L. Cardella ASSOCIATES

Call Center Specialists | [www.tlcassociates.com](http://www.tlcassociates.com) | 888-788-0333

## Are You Settling for Mediocre Sales & Services?

Clients have been telling us all about their mediocre experiences with today's call centers. They're fed up with underpaid employees, offshore locations, and thin management oversight. That's why they come to Thomas L. Cardella & Associates. Our team—with a true passion for the business— offers a unique combination of talent, experience and expertise in the ability to manage a wide variety of Financial Services programs, across all customer communication channels.

### Recent Campaign Mix



50% of our current operational activity is for our clients in the Financial Services industry.

### Insurance

- Tier 1, Tier 2, Agent-on-premise campaigns
- 500 current licenses covering all 50 states; Ready pool of licensed agents available; Ability to hire the best of the best
- Dedicated compliance department to ensure state-specific licensing regulations are met
- Technology in place to ensure calls are routed to the appropriately licensed agent
- Demonstrated sales, lead generation and customer service expertise with credit-insurance, AD&D, whole-life, HIP, juvenile, senior and term-insurance products.

### Credit Card/Continuity Programs

- Acquisition, up sell, cross sell, bilingual capabilities
- Consultative sales approach
- Rigid quality assurance standards to minimize back-end fallout

### Lending and Loan Servicing

- Mortgage/HELOC lead generation and prequalification
- Loan sales to customers with or without pre-approval
- Multi-touch campaigns to complete application process
- Loan servicing and customer service
- Highly skilled sales team, adept at rapport building and the ability to impart advanced financial knowledge along with a strong grasp of the details of every offering

### Core Differentiators

- Management team with demonstrated expertise in Financial Services programs
- Contact center staff skilled in account-driven programs, consultative sales and multi-touch transactions
- World-class training and quality assurance
- Best-of-breed technologies; Customized platforms; Security compliant
- Refined reporting revealing new ways to further customer relationships, make campaigns more productive and ensure positive ROI

**100% Employee Owned**  
**0% Bureaucracy**