



Why Choose Sonoma?

Technology is changing our lives every day. For service providers, it has become increasingly difficult – and costly – to keep up. The costs associated with maintaining traditional bricks-and-mortar office facilities and other infrastructure necessary to operate a customer support centre have become prohibitive, forcing many North American companies to utilize offshore sources in order to compete.

Sonoma’s competitive advantage comes from the elimination of these costly requirements, while still utilizing domestic employees who are culturally attuned to North American customers and can provide services in the three major North American languages -- English, Spanish and French.

Our specialty is helping your customers with any problems, questions or concerns they may have. Whether you are a large or small organization, our goal is to partner with you to deliver the kind of help-desk support you will be proud to call your own. We fashion customized solutions for a wide variety of companies at a level of service that reflects their individual needs.

You retain the responsibilities you want in your daily operations, while we assume those customer service requirements for which we are uniquely suited. This allows you to focus on your core business, while we manage the customer service experience. We aim to make the process seamless; when customers call to get assistance, they will receive the same personal quality of service you would provide.

“Providing excellence at the point of customer contact”



Founded in 1994, **Sonoma Technical Support Services** has built a reputation for providing outstanding help-desk services to financial, telecom and point-of-sale markets. Sonoma has achieved its success through its dedication to excellence and by giving its clients the comfort of knowing their systems and customers’ data are managed in a highly secure and professional manner.

Today, Sonoma provides technical support services to:

- ❖ More than two million end-users of online banking;
- ❖ Businesses employing point-of-sale (POS) terminals.



The Sonoma Advantage

Sonoma's key strategic advantage is our virtual model. By utilizing the power of the Internet, and with the advent of modern communication and technologies, we are able to operate a geographically dispersed help desk in a highly secure and professional manner. Sonoma has developed a highly flexible, and scalable model for running a virtual help desk. Our model ensures that we are available 24-hours-per-day, every day of the year. Being virtual makes us immune to localized network communication failures as calls are simply routed to employees in unaffected areas -- even during large-scale outages such as brownouts or blackouts.

Our technology allows us to route calls to designated associates trained to support your specific customers' requirements. The key to a successful call experience for inbound callers with a question, an issue or a problem is a professional and knowledgeable associate armed with the expertise and tools to resolve the issue quickly -- on the first call.

Furthermore, our virtual model allows us to attract and retain customer service specialists who possess the seniority, technical know-how and professionalism necessary to meet your unique application and service requirements.

We take pride in the fact that the vast majority of our employees are long-term; some have been with us since inception. Our people are not only highly experienced, more importantly, they possess a sincere desire to help people. As partners in Sonoma, each associate has a vested interest in the success of the company.

Our virtual model allows us to:

- ❖ Source and utilize experienced talent all over North America;
- ❖ Attract senior-level technical support analysts with the skills to take each call through to completion;
- ❖ Provide immediate response time and single point of contact;
- ❖ Provide 24/7 support to your customers;
- ❖ Provide Multilingual talent (English, Spanish and French);
- ❖ Easily accommodate sudden increases in call volume.

" Providing outstanding telephone support to Financial and Payment Industries throughout North America"



Managing your Business

At Sonoma, we believe a help-desk operation provides an important way for you to maintain a dialog with your customers and ensure you understand how they feel about your products and services. It is also an ideal way for you to trouble shoot and continually fine-tune your products and services.

By utilizing our tools, you will never lose touch with your customers. Our technology allows us -- and you -- to monitor on a real time basis what is happening at "your" help desk. We give you access to the information you would have if you were operating your own help desk.

With our technology, here are some examples of the information we can track:

- ❖ How many calls are made daily;
- ❖ How many calls are in the queue;
- ❖ Our average response time;
- ❖ The average length of a call;
- ❖ Call drivers (why people are calling).

Sonoma's success is built on a foundation of trust. If you are looking for an experienced partner with a proven track record to help you better manage your help desk operation, then Sonoma is the right choice. We understand there is nothing our clients value more than quality customer support and protecting the security of their customers' personal and financial information. We will work closely with you to ensure we meet all your needs and concerns while providing a highly professional and secure service that will help your organization thrive in our ever-changing technical world.

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