

Personal Phone Contact from CIS Seasoned Veterans.

Motivational and Customized Scripts that Work!

Letters that Welcome and Inform with Consistency.

Focused correspondence that supports followup Customer Contact.

Reports offered for management implementation.

# Integrity For You, Inc. Company Presentation and RETENTION Solutions

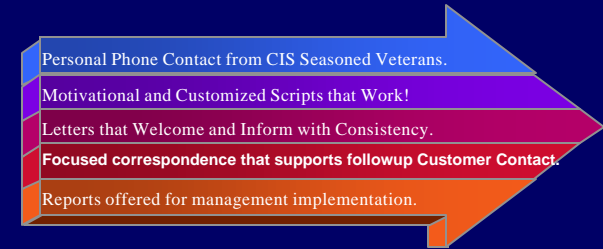
## Dallas Sales Office

### April 1, 2002





# Company History



Integrity For You, Inc. is a privately held Texas Corporation located in Dallas, TX. Incorporated on October 10, 2000, IFY has successfully provided customer retention programs that have significantly increased revenue for our clients.

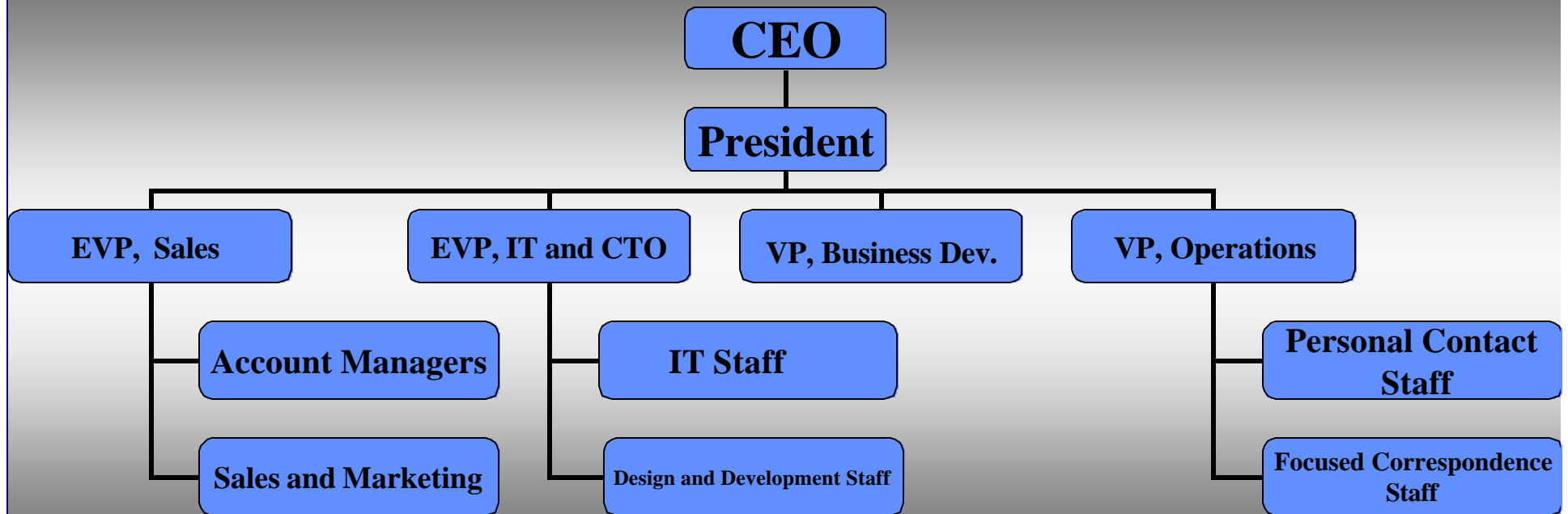
IFY is an active member of the Greater Dallas Chamber of Commerce, the Richardson Chamber of Commerce, the Ada Oklahoma Chamber of Commerce, and the Better Business Bureau.

IFY currently provides quality programs to a client-base located throughout the United States, Canada, and Puerto Rico.



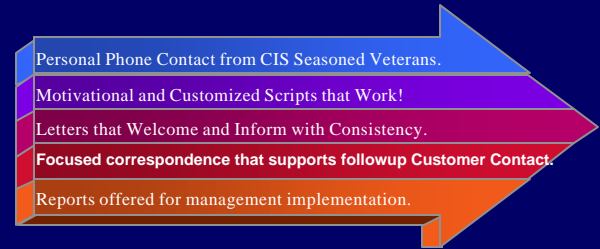
# Organization

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# Mission of IFY



- **Build greater customer loyalty through frequent ongoing contact with client customers.**
- **Enhance the perceived value of their purchase by educating client customer and encouraging the use of existing product or service.**
- **Inform client customers of new/enhanced products and services to create opportunities for new sales for the sales staff.**
- **Identify customer problems and issues that threaten retention and escalate these to ensure timely resolution and greater customer satisfaction.**
- **Get referrals directly from client customers to increase market potential for the sales staff.**
- **Maintain a data base that allows the gathering and tracking of pertinent customer information for analysis, reporting and decision making.**



# Key Contacts at IFY

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Name	Position	Department	Telephone
Terry Rucker-Wilhite	CEO	Executive	x256
Terri Schepps	President	Executive	x202
Barry D. Hyman	V.P., Business Development	Executive	x212
Johnnie Maitland	V.P., Operations	Executive	x256
Michael Rucker-Wilhite	E.V.P., Sales	Executive	x214
Sheldon Schepps	E.V.P., IT & C.T.O.	Executive	x263
Debbie Segal	System Engineer	IT	x246
Patti Bulla	System Engineer	IT	x216
Robin Lopez	Administrative Assistant	Executive	x217
Sandy Scott	Account Manager	Account Management	x215
Elaine Hayden	Sales Director	Sales	x253
Mark Lopez	Account Administrator	Account Management	x264
Wendy Nowicki	Personal Contact Center Supervisor	Personal Contact Center	x259
Elaine Andrade	Account Administrator	Account Management	x238
Holly Underwood	Account Administrator	Account Management	x244
Nicole Williams	Account Administrator	Account Management	x231
Chris Martin	Focused Correspondence Clerk	Focused Correspondence Center	x282
Arthur Rucker-Wilhite	Focused Correspondence Clerk	Focused Correspondence Center	x282
Part Time	Customer Advocates	Personal Contact Center	
Full Time	Customer Advocates	Personal Contact Center	
Daniel Groebe	Technician	IT	x257



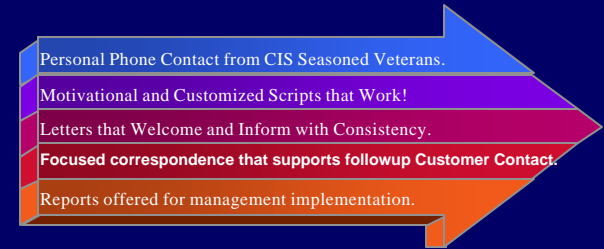
# Integrity For You, Inc. Products and Services Solutions

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*Personal, Intelligent, and Effective Proactive  
Customer Service for the New Millennium  
focused on Loyalty and Customer Retention.*



# Products and Services

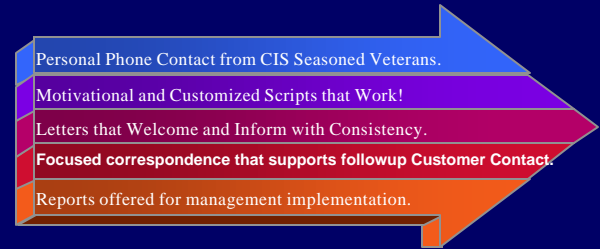


- We create powerful, action-packed, personal contact Tools!
- All contact reinforced with motivational oriented Scripts!
- Offered by a seasoned staff of creative communicators!
- Always designed to meet our clients Objectives!





# Products and Services



## PERSONAL CONTACT CENTER

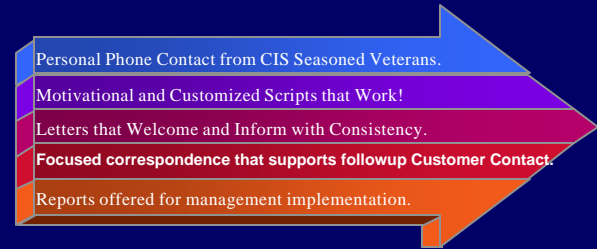
- Personal Phone Contact
- Welcome-Greetings-Introductions-Product Features
- Referral Leads from Members
- Satisfaction Surveys and Data Mining Applications

## FOCUSED CORRESPONDENCE CENTER

- Letters-Hand Signed and Stamped First Class
- Single Content or Multiple Content
- Inserts-Newsletters-Notices-Brochures-Collaterals
- Industry Focused Loyalty Programs and Solutions



# Products and Services

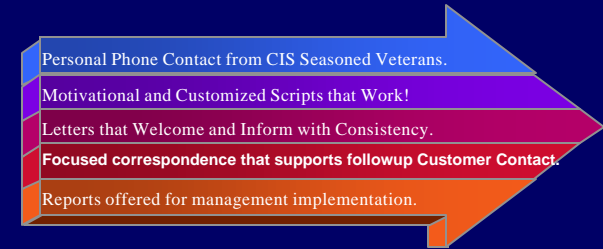


## Reporting, Data Exchange, and Customer Intelligence Data Mining

Reports and Updates  
Detailed as Required  
On-Line/Hard Copy/Mailed  
Email Blasts-Notification & INFO  
Web Access and Registration  
Industry Focused Programs and Solutions



# PRODUCTS SUMMARY



- New customer greeting/welcome letters & phone calls.
- Systemically scheduled routine service calls and letters.
- Notification of new products and product enhancements.
- By phone, flyers, post cards or letters.
- Dis-enrollment calls and letters.



# Customer Comments

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- *"I just wanted to send you a little note to let you know that I am very happy with your company. Keep up the good work. My business has 90% retention. Thank You!"*  
B. B., Pueblo, Colorado
- *"As my business gets bigger and bigger, I have less and less time to follow up with my existing membership base. Your system is the perfect answer: it provides the 'personal touch' so necessary in today's often cold and impersonal society."*  
B. A. Colorado
- *"I use you service..... for a simple reason: it makes economic sense.....if Integrity extends the average life of a membership by just 4 months, I'm money ahead!.....I can better spend my time making new sales"*  
W.S., Michigan
- *"I just wanted to take a couple of minutes to say 'thank you to your organization for the wonderful service you have provided to my customers. I have experienced a very low rate of cancellations and have had several customers tell me that it was because of your follow up ....that they used the service which some had forgotten that they were even paying for."*  
F.L., Texas
- *"I have been approached by my customers many times saying that they are extremely impressed by the way I offer them follow-up support and have not, as they say, 'taken their money and run'. They (customers) feel that if ever they were to have a problem with using the ....services, they could approach me rather than giving up....."*  
J.B., Texas
- *I love your service and the referrals you get for me are an added bonus. What a wonderful idea! I encourage everyone.....to use your service. It is really a no brainer.*  
W.H., Colorado



# Final Summary

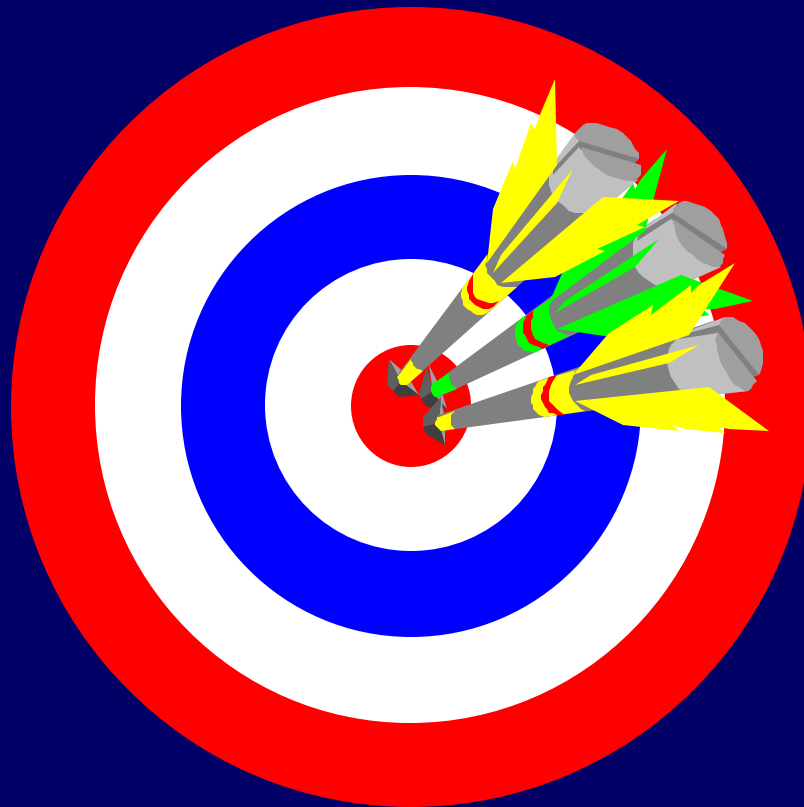
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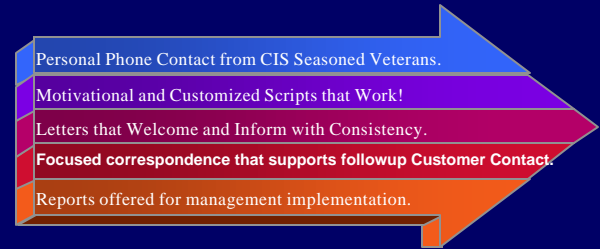
Reports offered for management implementation.



- Did you have customers ?
- Do you have enough time to give them the best service you can?
- Ever need to be in 2 places at once?
- The last thing you want after a long day of sales calls is typing letters and making calls to deals that are already closed?

**THEN.....**

- Let Integrity For You, Inc., provide you the tools to maintain the highest customer **RETENTION** and be in 2 places at once for real!!



**THANK YOU !!**

**FOR THE BEST CUSTOMER  
RETENTION SOLUTIONS  
ON THE PLANET!!**

**CALL US**