



Give Us a Half-Hour.

We'll Give You a Copy of *Eat That Frog!*

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E-MAIL

SUBJECT LINE:

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You Need Staff With The Aptitude and Attitude To Keep Up. One Half-Hour With Us Can Make The Whole Difference.

Contact center management is a demanding business. Customer relationships are on the line with every call. Yet finding and keeping employees with the right aptitude – and attitude – can seem impossible.

It's time for a more efficient solution: **CallSource PlusSM from Spherion[®]**, your proven connection to qualified personnel, flexible *and* full-time.

Every Spherion contact center candidate is thoroughly screened and trained using our carefully defined standards, to **ensure you get the right person in the right seat, every time, fast!**

Put our 55 years of customer service skills to work for you. Last year our clients entrusted us with \$269 million in customer care business. **Let us help you build your customers' loyalty, one call at a time.**

Give Us A Half-Hour. We'll Give You A Complimentary Copy of *Eat That Frog!*

Find out what **Call Source Plus** can do for your center's productivity. Schedule a quick, half-hour appointment with a certified Spherion consultant before **7/31/02** and receive a complimentary copy of ***Eat That Frog!*** by Brian Tracy, the new time management system that has everyone talking.

To claim your free book, click here:

www.spherion.com/wedeliver or call 1.888.459.0305.

SCHEDULE THE HALF-HOUR THAT COULD MAKE THE WHOLE DIFFERENCE!

Reply now to learn more! **Return this card**, call **1.888.459.0305** or visit **www.spherion.com/wedeliver** by **July 31, 2002**, and schedule a half-hour appointment. A Spherion consultant will deliver your **complimentary copy of Eat That Frog!** by **Brian Tracy** and explore how **CallSource PlusSM** can work for you.

NAME	TITLE	
COMPANY	ADDRESS	
CITY	STATE	ZIP
PHONE	FAX	E-MAIL

What are the three biggest staffing challenges facing your contact center?

- | | |
|---|--|
| <input type="radio"/> Finding a sufficient number of qualified candidates | <input type="radio"/> Unacceptably long hiring process |
| <input type="radio"/> Assessing applicant skills | <input type="radio"/> Turnover and retention |
| <input type="radio"/> Varying seasonal need for employees | <input type="radio"/> Training |
| <input type="radio"/> Building customer loyalty | <input type="radio"/> Meeting performance metrics |

How do you currently staff your center?

- Flexible employees Full-time employees Combination

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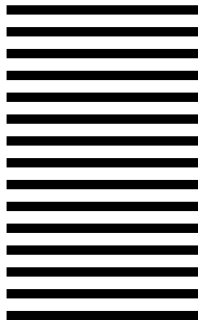
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WHEN YOU NEED A STAFF WITH THE
APTITUDE AND ATTITUDE TO KEEP UP,
one **half-hour** with us can make the
WHOLE DIFFERENCE



Schedule an appointment by **7/31/02** and get the best-selling book **EAT THAT FROG!**

call **1.888.459.0305** • visit **WWW.SPHERION.COM/WEDELIVER**

spherionSM

TRY CallSource Plus™ GET THE RIGHT TALENT IN THE RIGHT JOB, EVERY TIME.



A HALF-HOUR WITH US CAN MAKE THE WHOLE DIFFERENCE.

GIVE US A HALF-HOUR. WE'LL GIVE YOU A **COMPLIMENTARY COPY OF *EAT THAT FROG!*** BY **BRIAN TRACY**. USING THIS BEST-SELLING GUIDE, YOU'LL WORK MORE EFFICIENTLY AND PROFITABLY EVERY DAY. IT'S YOURS **FREE** WHEN YOU REPLY BY **JULY 31, 2002**. CALL **1.888.459.0305**, VISIT **WWW.SPHERION.COM/WEDELIVER**, OR MAIL IN THE REPLY CARD TODAY.

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CONTACT CENTER MANAGEMENT IS A DEMANDING BUSINESS. CUSTOMER RELATIONSHIPS ARE ON THE LINE WITH EVERY CALL.

YET FINDING AND KEEPING STAFF WITH THE RIGHT APTITUDE — AND ATTITUDE — CAN SEEM IMPOSSIBLE.

IT'S TIME FOR A MORE EFFICIENT SOLUTION: **CallSource Plus**SM FROM SPHERION[®], YOUR PROVEN CONNECTION TO QUALIFIED PEOPLE WHEN AND WHERE YOU NEED THEM, WHETHER THEY'RE FULL-TIME OR FLEXIBLE EMPLOYEES.

CallSource Plus IS A RIGOROUS HIRING AND TRAINING PROTOCOL UNLIKE ANYTHING ELSE IN THE INDUSTRY. IT'S A PROVEN WAY TO ENSURE THAT **EVERY** EMPLOYEE HAS THE SKILLS AND PERSONALITY TO BUILD YOUR CUSTOMER RELATIONSHIPS, SO YOU CAN STAY FOCUSED ON YOUR BUSINESS.





GIVE US A HALF-HOUR. WE'LL GIVE YOU THE WHOLE STORY.

HIRE STRONGER CANDIDATES FASTER WITH CallSource PlusSM

Our comprehensive CallSource Plus system simplifies hiring for both full-time and flexible employees. Based on your specifications, we can handle all aspects of screening, interviewing, training and even performance management.

Experienced Spherion® personnel follow a standardized process to evaluate each contact center candidate. Additional screenings identify knowledge gaps and opportunities for improvement, so you get the right person in place, every time.

The rich suite of CallSource Plus proprietary services meets a wide range of contact center staffing needs. Even when unique job requirements dictate a customized protocol, every candidate undergoes a five-step assessment and training program:

- **Interactive Voice Response (IVR):** Spherion technology identifies skills and behavioral traits of each candidate.
- **Phone Assessment:** Experienced Spherion consultants evaluate candidates for interest level, motivation and phone skills.

- **Live Assessment:** Spherion consultants interview candidates, using behavioral interviewing techniques and assess contact center skills in a simulated call center environment.
- **Video Training and E-Learning:** Once hired, our employees enjoy access to our extensive training library, featuring videos and online programs. Their skills stay current, so your customers enjoy quality service that can build loyalty.
- **Certification Designation for Contact Center Specialists:** Spherion is the only firm issuing certification to contact center staff who demonstrate competence in key skill areas.

**BUILD EMPLOYEE RETENTION
AND CUSTOMER LOYALTY,
ONE CALL AT A TIME.**

You'll see the payoffs of CallSource *Plus*SM everywhere from the employee break room to the smiles on your customers' faces, because an improved hiring process impacts every part of your business.

Team members can be matched to positions that utilize their skills and suit their temperaments, so they'll be happier, less prone to change jobs. Turnover rates can be positively impacted.

In turn, more experienced employees in your work force can have a huge impact on the customers' experiences. Callers

appreciate the quality service they receive from more confident, seasoned representatives. So they're more likely to remain loyal customers longer.

**SCHEDULE THE HALF-HOUR
THAT COULD MAKE THE
WHOLE DIFFERENCE.**

To learn how CallSource *Plus* can increase your center's productivity, schedule your half-hour appointment with a local Spherion[®] consultant today. We're eager to discuss your challenges and to show you how CallSource *Plus* can streamline your contact center hiring.

Set up an appointment by **July 31, 2002**, and you'll get a **complimentary copy of the best-selling time-management book *Eat That Frog!* by Brian Tracy.**

It all starts with a one half-hour appointment! Call **1.888.459.0305**, visit www.spherion.com/wedeliver or **fill out the reply card** today.

WHOLE DIFFERENCE



GIVE US A HALF-HOUR. WE'LL GIVE YOU THE WHOLE STORY.



CAREMARK RX

“We were able to hire 132 representatives in just 2.5 weeks using CallSource *Plus*.SM After six months with the program we saw our retention rates increase 13%. Caremark is pleased with our partnership and we look forward to the continued success in our call centers.”

Sandy Tartol

Manager, Customer Care Center

Caremark Rx

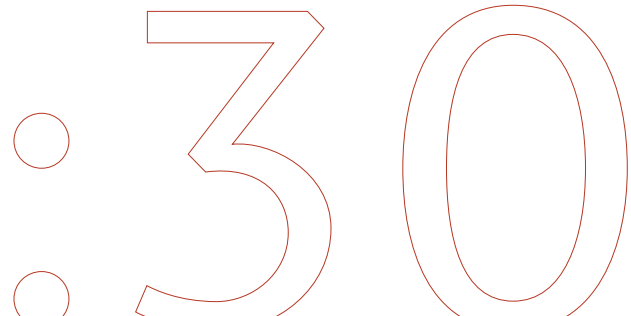
VF IMAGEWEAR

“Spherion’s CallSource *Plus* just ‘wowed’ us. Their staff was highly professional and responsive. They helped us look at things in a different way, giving us great feedback about the whole hiring process.”

Sherry Weiland

VF Imagewear

(Division of Vanity Fair Corporation)





MAKE AN APPOINTMENT WITH YOUR LOCAL SPHERION® REPRESENTATIVE TODAY.

:30



A HALF-HOUR WITH US CAN MAKE THE WHOLE DIFFERENCE.

GIVE US A HALF-HOUR. WE'LL GIVE YOU A **COMPLIMENTARY COPY OF *EAT THAT FROG!*** BY **BRIAN TRACY**. USING THIS BEST-SELLING GUIDE, YOU'LL WORK MORE EFFICIENTLY AND PROFITABLY EVERY DAY. IT'S YOURS **FREE** WHEN YOU REPLY BY **JULY 31, 2002**. CALL **1.888.459.0305**, VISIT **WWW.SPHERION.COM/WEDELIVER**, OR MAIL IN THE REPLY CARD TODAY.

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SCHEDULE AN APPOINTMENT WITH US BY **7/31/02** AND WE'LL GIVE YOU
A COMPLIMENTARY COPY OF THE BEST-SELLER BOOK **EAT THAT FROG!**

STAY RESPONSIVE WITH **CallSource PlusSM** AND BUILD CUSTOMER LOYALTY ONE CALL AT A TIME.

Month 0, 2002

John Q. Sample



Title

Company

123 Any Street

Any City US 12345-6789

Dear Mr. Sample:

What will happen when the economy turns around and business is booming? **More orders, more sales, more demands on your contact center resources.**

Maybe you'll need an army of new employees just to keep up. Or qualified contract workers who can get up to speed with minimal training.

Whatever challenge you face, you'll be able to meet it more efficiently with **CallSource PlusSM**. With this comprehensive system on your side, contact center staffing can be **more streamlined, consistent and profitable than ever.**

ELIMINATE WEEKS OF SEARCHING, TESTING AND TRAINING WITH CALLSOURCE PLUS

Using **CallSource Plus**, our certified consultants can guide you and create effective solutions customized for your company's needs. **You'll see rewards everywhere you look:** on the faces of satisfied employees, improved retention, increased customer satisfaction and ultimately, it could impact your **bottom line.**

Using our unique **CallSource Plus** rigorous hiring and training protocol, you'll get the right people in your center's seats, **fast.** We'll quickly identify qualified candidates who meet your specific criteria within days not weeks.

(continued...)



HANDLE HIRING CRUNCHES GRACEFULLY, WITH LESS STRESS AND FEWER HEADACHES

Through our national network of more than 350 offices, you can respond to hiring crunches gracefully. Standardized methodology ensures candidates can be uniformly screened and hired with minimal delays.

**Call 1.888.459.0305, Visit www.spherion.com/wedeliver Or
Return the Enclosed Card To Streamline Your Center's Staffing Needs**

Call today. We'll schedule an appointment to discuss your specific challenges, and to develop a flexible plan to boost staffing efficiencies for your contact center.

It's a half-hour meeting that can make the whole difference. We look forward to meeting with you soon.

Sincerely,

Chip Grissom
Sr. Vice President, Staffing Group

P.S. Don't let time run out on this special invitation. Just call 1.888.459.0305 now to schedule a no-obligation appointment. A Spherion consultant will deliver your complimentary hard-back copy of Eat That Frog! the hot new book that can help you maximize your time.

Hire Stronger Candidates Faster With CallSource PlusSM

Find and keep employees with the right aptitude and attitude for your call center. **CallSource Plus from Spherion[®]** puts the right people in the right seats every time. It's a proven connection to qualified personnel — flexible and full-time.

Give Us a Half-Hour. [Schedule an appointment today](#) and learn how **CallSource Plus** can improve your call center results. And we'll give you a copy of *Eat That Frog*, the new time management system that has everyone talking.

[Schedule an appointment now](#) and receive your complimentary book or call 1.888.459.0305.



WE DELIVER

You'll See Rewards Everywhere You Look

- Improved Customer Satisfaction
- Happier Employees
- Improved Retention

[Learn More >>](#)

WE'RE RESPONSIVE



[Schedule your appointment now](#) or call 1.888.459.0305 to reserve your complimentary copy.

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Tell Us A Little About Yourself. Then Schedule The Half-Hour That Can Make The Whole Difference!

Reply now to learn more. A Spherion® Consultant will deliver your complimentary copy of ***Eat That Frog!*** by Brian Tracy and explain how **Call Source PlusSM** can make your contact center more productive.

First Name

Last Name

Company Name

Title

Address 1

Address 2

City

State Zip Code

Country

Region

Phone

Fax

E-mail

What's The Biggest Challenge Facing Your Contact Center?

- Finding a sufficient number of qualified candidates
- Assessing applicant skills
- Varying seasonal need for employees
- Building customer loyalty
- Unacceptably long hiring process
- Turnover and retention
- Training
- Meeting performance metrics

How Do You Currently Staff Your Center?

- Flexible employees
- Permanent employees
- Combination

[Submit Form >>](#)

