



# Arise For PRIVATE EQUITY AND VENTURE CAPITAL OWNED COMPANIES



Arise is a pioneer of on-demand customer management technology and business process outsourcing. Our powerful cloud-based platform provides a virtual network to connect work-at-home service professionals, running small call center businesses, to companies needing contact center and other business services. Built to scale, Arise paves the way for a superior customer experience for innovative enterprises from startups to Fortune 500 companies

## THE ARISE PLATFORM

Through our proprietary Arise Platform, we drive powerful and differentiated results including the highest quality CX and flexibility possible. Arise supports over 50 programs including the companies in the Fortune 500, FTSE 250, and internationally in Fortune Global 500 Ranking.

### ARISE AT A GLANCE

- Launched in 1994
- Approximately 260 employees
- Global Headquarters in Miramar, Florida
- Locations in the United States, Canada, Ireland and the United Kingdom
- Key clients include Leading Business and Personal Tax Software Provider, America's Largest Cruise Line, Four of the World's Largest Retailers as well as multiple world-class eCommerce and top 20 technology vendors

## Arise for Private Equity and Venture Capital Partners – Benefit Overview

### Dedicated Arise PE/VC Program Office

Our dedicated Arise PE/VC Program Office identifies opportunities to help increase customer satisfaction and loyalty for your portfolio companies while driving workflow efficiencies/process improvements across the customer experience. We do all of this while significantly reducing customer support costs throughout your portfolio.

### Portfolio Company Analysis

Will analyze and identify opportunities to increase selling velocity, improve CX, and reduce inefficiencies for each individual company within your portfolio. Provide business case analysis (Arise Value Scan) and ROI Development.

### Discounts on Arise Services

Individual portfolio companies of our approved PE/VC partners receive an exceptional preferred discount on all Arise service offerings.

### Performance Credits

We invest heavily in our PE/VC partners by offering Earned Performance Credits based on total annual incremental spend, that is calculated annually and credited back to the individual portfolio companies quarterly.



## CORPORATE EXECUTIVES

**Scott Etheridge,**  
Chief Executive Officer

**Robert Padron,**  
Chief Customer Officer

**Ana Sanso-Hill,**  
Chief Financial Officer

**Daren Gonzalez**  
Chief Revenue Officer

**Mark Petruzzi,**  
VP, Business Development PE/VC  
Go-To-Market



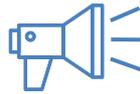
## ARISE SERVICE PORTFOLIO

- Contact Center Outsourcing (BPO)
- Omni-channel Outsourcing Services
- Business Continuity
- Customer Support Design Strategy Execution
- CX Technology and Vendor Selection
- Technical Support/Help Desk
- Inbound Sales
- Limitless Learning - Virtual CX Learning Program Development and Rollout
- Complex CX Program Implementation and Management



## KEY INDUSTRY FOCUSES

- eCommerce and Retail
- Travel and Hospitality
- Telecommunications
- Technology/Software
- Healthcare
- Fitness and Wellness



## Brand Champion with a Passion for Quality

Leveraging our unique and proprietary platform, Arise closely matches the client's profile with Service Partners with a passion for financial management, capable of delivering exceptional PE/VC interactions.

Also, sales-focused Service Partners on the Arise Platform typically have sales experience and are capable of generating more income per call than either in-house staff or brick-and-mortar centers, increasing sales conversions while achieving higher customer satisfaction scores.



## Industry Leading Flexibility to Handle Unexpected Call Volume

Our 100% virtual environment allows large numbers of geographically diverse, highly-skilled, digitally-savvy experts, to rapidly mobilize, on-demand, to deliver quality CX, in half hour segments. Short term, on-demand flexibility is available from 20-40% of forecasted volumes.

Seasonal scalability of 4-5x is also achievable.



## Multi-Channel Support Across the Globe

Our multi-channel support platform—voice, email, live chat, text, and social media—ensures customers of your portfolio companies can connect however they choose. Our platform gives our clients access to the most suitable resources from anywhere in the Arise global footprint (U.S., Canada, Ireland and the UK) at a fraction of the cost of comparable onshore alternatives.



## Reduced Operating Costs

**Clients have seen a 30% + savings** in total cost of ownership as the Arise Platform eliminates facility and operating costs of bricks and mortar facilities and waste associated with unproductive time.



## Secure Technology

Cloud data security is essential for virtualized environments. **The Arise Platform operates within a highly secure environment**, enabled by multi-factor authentication, data masking, secure IVR and continuous monitoring, locked down desktop, and Payment Card Industry ("PCI") compliance to better control access to sensitive data.