

Optimize customer support for retention, growth, and building solid relationships.

Customers are your organization's lifeblood. Accessibility and responsiveness to your customers' needs over time determines the sustainability of your success, no matter what your industry or channel. At Aptara we recognize the high cost of serving, supporting and retaining each of your customers. With the right customer care team, an inquiry can be converted into a sale, a complaint can become a positive customer experience, and a cancellation request can be turned into an upsell opportunity.

Aptara's Customer Care solutions help the world's leading organizations, in industries such as healthcare, banking, financial, insurance, gaming, publishing and legal reap increased profits through cost-effective and value-rich customer contact and back office services.

Founded in 2000, Aptara employs over 12,000 worldwide employees. Eleven delivery centers on six continents expose Aptara to a broad spectrum of human resource expertise. Our service personnel are among the most talented and well-trained subject matter experts within the industries we serve. Our renowned retention levels give clients confidence in knowing those we assign to projects are both knowledgeable and experienced.

Aptara solutions provide efficiencies organizations need most. For example:

- **Voice-enabled Customer Care** – Live agents specially trained to provide personal care solutions for customer inquiries, transactions, account maintenance and outbound marketing.
- **Customer Acquisition** – Aptara's customer acquisition center is a powerful and cost-effective business development tool offering inbound and outbound sales, upsell and cross-sell, lead generation and many more acquisition solutions.
- **Loyalty Program Support** – Repeat business is good. Brand loyalty is even better. Aptara's team of loyalty and retention experts understand and execute on your brand's program efforts.
- **Rewards Program Support** – Accurate and efficient management of your rewards programs is key to the program success. Aptara expertly oversees your acquisition, inquiries, and redemption programs.

Aptara's customer care solutions deliver:

- Optimal customer service experience
- World class infrastructure
- Process efficiencies that save time and money
- Valuable price points with top tier delivery
- Cutting edge operational management
- Real-time monitoring and control
- Deep domain knowledge



## Customer Care Solutions

- **Online Transaction Support** – Up-to-date technology capabilities facilitate processing large numbers of daily updates and transactions.
- **Help Desk Services** – Build loyalty and diffuse complaints through Aptara’s experienced troubleshooting and installation customer care teams.
- **Chat Portals** – Aptara’s team of highly trained personnel offer live agent options to online customers 24/7.

Aptara commits to the most-up-to-date technology services for speed, accuracy and client alignment, as well as real-time monitoring and analyses for full client control.

Aptara considers itself an extension of your brand and operations. Being a mid-sized company enables us to offer clients the best of both worlds—the resources to provide a scalable environment combined with an infrastructure that allows nimble and customer-focused solutions.

Aptara’s digital content, learning and performance, and business services solutions are in place at market-leading companies worldwide. Our industry specialists design and implement strategies that capitalize on new digital and mobile technologies for information providers in IT, law, healthcare, pharmaceuticals, insurance, financial services, and publishing. Aptara solutions uncover new revenue streams, improve operations, and realize cost savings for enterprises. Founded in 1988, Aptara is headquartered in the United States and has offices on four continents. Our parent company, iEnergizer, is publicly traded in the UK. ■ ■ ■

**APTARA**

3110 Fairview Park Drive, Suite 900  
Falls Church, VA 22042  
+1-703-352-0001

[aptaracorp.com](http://aptaracorp.com)