



optimize customer contact solutions with **channelingSM**

Companies are faced with multiple communication channels for customer interaction. Determining which channel best serves their customer base is a constant challenge for companies focused on providing quality customer support. Sento provides a solution through Right ChannelingSM, which provides the right mix of integrated tools and services to improve customer interaction while managing costs.

Right ChannelingSM is a proven methodology designed to optimize customer contact solutions to enhance brand loyalty, improve customer satisfaction, drive business initiatives and reduce service costs. Our flexible, custom solutions ensure that companies make informed choices for multi-channel customer communication that support their business goals and customer expectations.

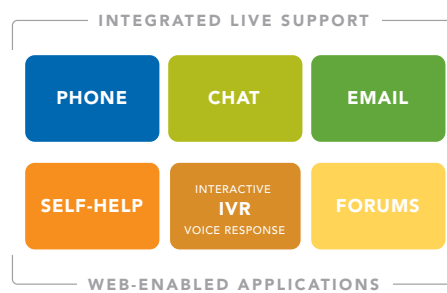
RIGHT CHANNELINGSM HELPS CLIENTS TO:

- Lower and manage service costs
- Increase customer satisfaction
- Enhance brand loyalty
- Drive business initiatives
- Provide an alternative to offshoring
- Offer dynamic and flexible communication
- Provide proactive customer service

THE POWER OF CHOICE

Right ChannelingSM gives you the power to choose the optimal mix of multi-channel customer communications that increases the quality of customer support while lowering costs. You can select communication channels from a range of integrated live support and web-enabled applications that combine voice, self-help, chat, email and web forums. You can also choose between free support channels and fee-based channels which provide new revenue streams and add to bottom line profits.

Our Customer Choice PlatformSM is built upon Right ChannelingSM and offers comprehensive professional services and tools for Customer Acquisition, Customer Service and Technical Support.



“Right ChannelingSM gives clients the power to choose – the ability to make the right choices for customer interaction. Right ChannelingSM reduces the cost of customer service and increases the satisfaction of end-user customers. It’s about quality AND cost.”

Patrick O’Neal, Sento President and Chief Executive Officer

ABOUT SENTO

At Sento, we are committed to the idea of choice for our clients and your customers – the power to choose. Our mission is to be the provider of choice for customer contact services through providing each client the right solution that combines rigorous methodology, professional services and flexible technology applications to improve customer contact. We specialize in Right ChannelingSM, a proven methodology designed to optimize customer contact solutions to enhance brand loyalty, improve customer satisfaction, drive business initiatives and reduce service costs.

Founded in 1986 as an IT services company, we have evolved into a contact center services and solutions provider delivering customer contact solutions in 19 languages to industry-leading clients worldwide including Overstock.com, McAfee, Inc. Philips Consumer Electronics, Thomson (RCA), Aon Warranty Group and LensCrafters.

We have been a public company since 1996, traded on the NASDAQ (SNTO). Based in Salt Lake City, Utah, we operate six contact center facilities: four in the U.S., one in France, and one in The Netherlands.



Sento Corporation
Corporate Headquarters
420 E. South Temple,
Suite 400
Salt Lake City, Utah 84111
tel: 801.431.9200
fax: 801.532.2173

Sento Europe B.V.
7500 AK Enschede
The Netherlands
tel: +31 53 486 00 00
fax: +31 53 486 00 99

WWW.SENTO.COM

RIGHT CHANNELINGSM IMPLEMENTATION

1. Assess Goals

Establish goals for customer contact services, verify expectations for customer interaction and align customer contact to key business initiatives.

2. Identify Customer Interaction

Identify the optimal methods of customer interaction to maximize customer satisfaction while lowering service costs.

3. Select Communication Channels

Develop a customized matrix of multi-channel communication tools from a broad range of integrated voice, self-help, Internet chat (proactive and service/support), email, web forums and more.

4. Establish Benchmarks and Benefits

Conduct initial benchmarks to assess the current level of customer contact, including touch points, number of interactions, number of escalations and costs per interaction; then determine the expected benefits from the new mix of customer contact services and tools.

5. Generate Analytics and Business Intelligence

Generate significant data to provide ongoing analytics and business intelligence that drive new business initiatives.

6. Plan System Integration

Maximize existing investment in technology and minimize the cost of implementation by strategically planning the integration of our technology and tools with your legacy and third-party systems.

7. Measure Effectiveness

Measure the effectiveness of results and monitor the program for continuous improvement in reducing costs and improving customer satisfaction.

8. Change Channels

Shift the communication channel mix to adapt to changing situations if necessary.

» Contact us to learn how Right ChannelingSM gives you the power to choose.

800-868-8448 | WWW.SENTO.COM