



Our Services

Customized solutions to fit your needs and your budget.

- Data Collection & Processing
- Telephony - Interactive Voice Response
- Customized Customer Contact — C³
 - Automotive; Education; Medical
- Incentive Tracking
- Recognition Administration
- Event Registration and Planning
- Lead Management
- ERM - Direct Mail and Email Campaigns
- Mystery Shopping & Consumer Research
- Customer Satisfaction Measurements
- Coupon Redemption & Rebate Claims
- Training Validation

Customized Customer Contact — C³



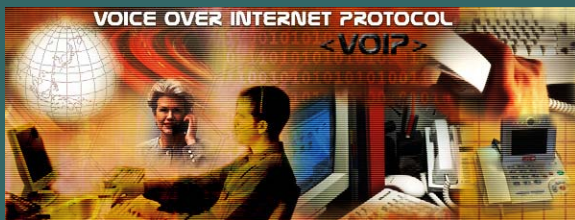
EDUCATION

K - 12 and Adult Education

Our Organization...

The scope of our capabilities is matched only by our level of commitment to our customer.

- 19 year history with voice technology applications
- 99.8% standard quality record
- 30+ years serving automotive clients
- Extensive data analysis / marketing experience
- On-site programming staff



The Bridge Between You, Your Students, Their Parents and Your Faculty

C³ makes timely outgoing calls to students and/or parents of a particular Instructor or to contact faculty members. These calls may be informational (no class or don't forget to ...), motivational (missed you at class), or promotional (don't forget that the enrollment deadline for next session is ...) and can also serve as an emergency contact system. You choose the message and when to call...then we will build the Bridge.

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Powered by **CRT**

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Customized Customer Contact

THE BRIDGE...

C³ — Key support mechanisms:

- Efficient and Effective Communications
- User-friendly — Easy to Use
- Effective Data Management and Analysis

THE BUILDING BLOCKS...

C³ — The ability to customize every contact

- Contact students and parents in the method you or they prefer
- Deliver the right message to the right students, parents and faculty
- Deliver the right message on time

THE BUILDERS...

C³ — Powered by CRT

- CRT's solution empowers you to consistently and personally communicate through multiple channels
- Our solution works with your system — no hardware or software to install or maintain
- Create customized messages
- Select appropriate delivery method —
 - Telephone
 - Email
 - Text Message
 - All of the above

THE DESIGN...

C³ — Customized Communications

- It's easy as using voicemail
- Decide who is the most appropriate person to initiate the message
- Customize your message

THE REPORTS...

C³ — Customized Information

- Contact Ratios
- Contact Recap by Type
- Contact Recap by Message
- Bad Phone Number Alerts

THE COSTS...

C³ — Better Service and a Better Value

- It is unlike any off-the-shelf phone solution in the marketplace
- It is an ASP application that is maintained at CRT
- No software application or license to purchase annually
- No annual per student charge
- Pay only an initial set-up fee the first year and an operational fee each year thereafter
- The savings to a school or school district could be as much as 40%



Our Philosophy...

CRT is firmly committed to the concepts of the on-time, on-budget, verified accuracy of our generated information and delivered services.