



**Mediacom**  
Customer Operations Process

# Who We Are

**Mediacom** is a highly specialized outsourcing and consulting company. Market and customer oriented, we are the best partner for providing **support activities** to allow our clients to focus on their core business.

Established in **1998**, we first focused on **Customer Care** and **Customer Relations Management (CRM)**, **Toll Free Number Management**, and, thanks to our constant investment in ICT, Human Resources and know how, we soon became a benchmark for outsourcing services in Italy and abroad and for foreign companies intending to invest in Italy, above all in **three business sectors**:

**\_Inbound and Outbound Contact Center**

**\_Credit Management**

**\_Marketing and Research**

We support **multinationals** wanting to **expand** their presence **in Italy** and abroad, helping them organize and manage **Customer Operations** services for the Italian and international markets.

We also oversee all the stages in the process of end customer management, from acquiring new customers to assistance, collection of payments and, if necessary, collection of outstanding debts.

**We assist our clients from Order to Cash, for quality without boundaries!**



# People

To be **the best support services provider**, we have to find the **most talented professionals**, train them and get them **working for our clients** using comprehensive tools that streamline the workload to provide a **seamless extension of their operations**.

**Skills enhancement** and **professional development** of employees at all levels is guaranteed by **Human Resources Management** focused on retaining and improving the talent and knowledge held by the workforce, from the moment of selection onward throughout the employee's career, through specific **policies and tools** (such as compensation, performance management, organization development, safety, benefits, motivation, communication, administration, training, assessment and rewarding). In addition, an **advanced e-learning system** allows us to **provide all employees** with rapid, objective ongoing **training** ensuring constant professional development.

Our **e-learning platform** allows us to respond promptly to our clients' needs for training new employees and upgrading the skills of employees who are already operative.

Our skills and **competences model** is certified by **RSO** (a very important Italian management and HR consulting company, now *Ernst & Young*) to provide the best employee assessment and enhancement processes available. The result is an expert staff which connotes **a flexible, smart and synergetic structure**.

The internal **information system** connects all business units with the workspaces, ensuring integration of different skills and technical competences to design and offer efficient services.



Our technologies, network system and infrastructures guarantee flexible, customized and efficient services, safe management and stewardship of data and information.

We guarantee our **Quality Management System** in compliance with **UNI EN ISO 9001:2008** and the specific standards for Contact Centers set by **UNI EN 15838:2010 (UNI 11200:2010)**. In 2013 we obtained another important certification in the field of innovation: **RTA** (Rendimento Tecnologico Aziendale) by **the AICTT board** (Associazione Italiana per la Cultura del Trasferimento Tecnologico). This standard certifies the company's **technological and innovative capacity**.

For collection activities, we work in accordance with Italian Public Safety laws (art. 115 TULPS).





# Order-to-Cash

More and more **enterprises** are experiencing a need to **concentrate on their core business**, asking us to handle crucial aspects of company management, ranging **from customer care to strategic and operative aspects of marketing, credit management and collection of payments on unpaid invoices**.

In response to these requests, we have developed **highly customized projects** to help enterprises optimize their processes and cut costs by making processes like these systematic and methodological.

Our flexible, synergetic structure, with interaction of the specific skills involved in each company department and our integrated information system, allows us to take care of the entire **Order-to-Cash cycle**.

The **Order-to-Cash process begins** with **order** placement and may involve order dispatching, answering the **customer's questions**, arranging for **pick-up/delivery, invoicing** and **payment**. But it may also involve organization of proactive operative **marketing operations** for acquisition of new customers and/or sale of specific products and services.

The process **ends** when the **order has been paid** and any claims or returns have been taken care of.

Information collected in this cycle may be used to support **strategic marketing choices**, improve the quality of products/-services and reinforce the customer's relationship with the company.



# What We Do

## Contact Center

With **a multi-year experience** in **Contact Center** services, we create custom tailored solutions, managing all kinds of services and ensuring that callers/end customers perceive the best **Customer Service** as a continuum of our clients' service.

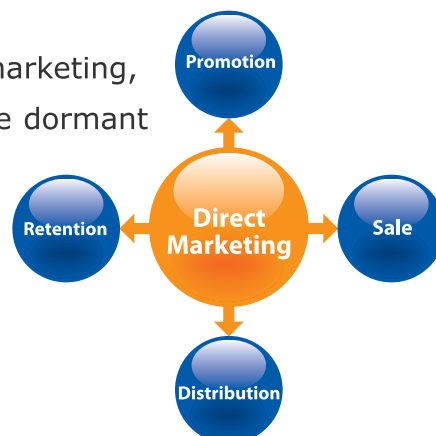
Every business needs an **efficient and cost-effective** way of managing **Inbound** and **Outbound** telephone traffic. Successful telephone **Customer Service** means bigger sales figures and happy, satisfied customers.

**Our Inbound solutions** are designed to streamline **Multi-Language and Multi-Channel Customer Service**

(*toll-free, CRM, customer care, social media, web 2.0, etc.*) to offer customers the best way of communicating with a brand or company. Multi-Channel means all the various ways in which customers may reach our client for service and support, including phone and e-mail, but also new media and technologies, including social media and self-service options such as knowledge bases, communities and live chat tools.



**Outbound services** (direct marketing, telemarketing, appointment setting, follow-up, calling to reactivate dormant clients, etc.) improve sales of products and services and deliver measurable success for our clients as an **extension** of their **in-house sales and marketing team**.



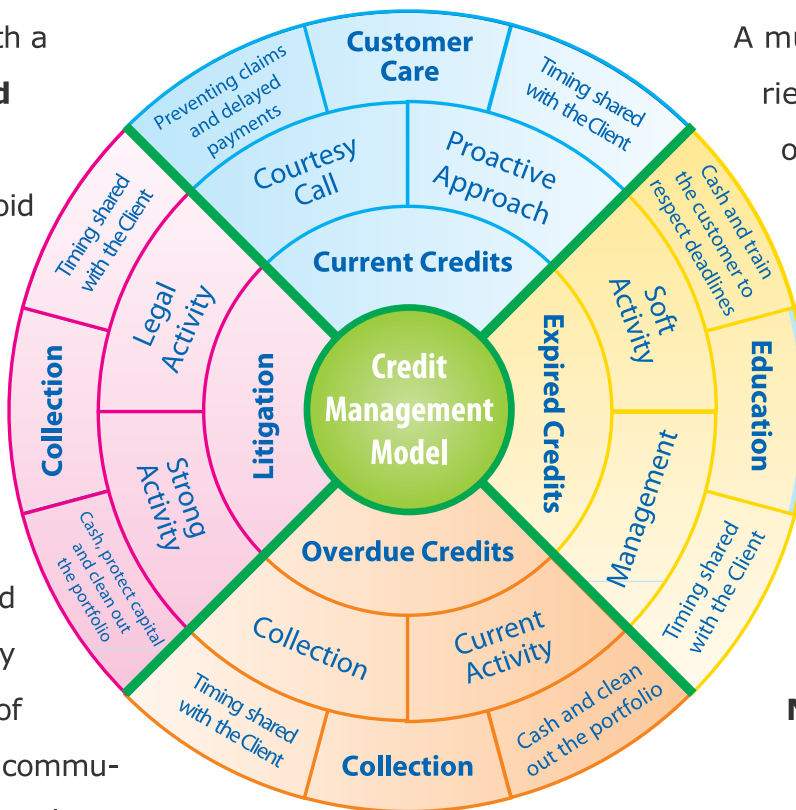
# What We Do

## Credit Management

**Mediacom Credit Unit** offers a comprehensive range of **Credit Management solutions** (Control, Collection, etc.) to protect businesses against **commercial risks**.

We contribute the **growth of companies** by providing accurate assessments of the payment default risk of their customers and effective collection of **overdue invoices**. With **dedicated teams** (legal advisers, financial analysts, supervisors and phone collectors), we ensure good credit management able to **generate cash flow**.

We work with a **customized approach**, trying to avoid the need to take the case to court. Our method is characterized by speed and accuracy and by use of appropriate communication channels.



A multi-year experience guarantee optimal results. Moreover, **no fixed costs** are due, because our **remuneration** depends on the **amount collected**. **No collection, no fee.**

### Our Services

- **E**xtrajudicial and judicial debt collection
- **P**hone Collection
- **P**ayment Reminder/Dunning Letter
- **C**lient Database (research, data entry, upgrade)
- **R**isk and Solvency Assessment
- **R**epayment Plans
- **C**laims Management
- **L**egal Action
- **C**redit Insurance
- **B**usiness Information

### Your advantages

- **D**ebtor/end customer management up to collection
- **T**racking (on line) of each contact/solicit
- **C**ontinuous monitoring of shared objectives
- **N**on-payments codification
- **P**rivacy guaranteed
- **D**rop of DSO and Cash Flow improvement

# What We Do

## Marketing & Research

Our **Marketing and Research Business Unit** was set up in 2001 in response to our clients' demands, through important **partnerships** with the Statistics Department of "Federico II" University in Naples and the Sociology Department of Salerno University.



We have **many years of experience** in marketing, social and opinion surveys, and thanks to our ability to manage telephone fieldworks, we **provide information** and **customized analysis**. Mediacom Research Unit has **in-house Computer Assisted Telephone Interviewing (CATI)** data collection capabilities, including **proprietary software**.

The **CATI /CAWI** tool offers all features needed in market research, permitting full control of fieldwork. To ensure **high quality standards**, we follow the **ICC/Esomar Code** and the **Italian Assirm Code**.

We are committed to working with clients in order to identify the **best solutions** to their specific challenges, using **qualitative or quantitative methods** at the local, regional and international levels.

### Products & Tools

- \_ **S**trategic Marketing
- \_ **C**ustomer Satisfaction
- \_ **B**rand Image
- \_ **C**orporate Social Responsibility (CSR)
- \_ **C**ustomer Understanding
- \_ **E**mployee Satisfaction
- \_ **P**erformance Measurement
- \_ **C**itizen Satisfaction
- \_ **P**olitical Surveys

### Methodology

- \_ **S**urveys (opinion, political, web, etc.)
- \_ **Q**ualitative Research
- \_ **Q**uantitative Research
- \_ **S**ocial Media Research
- \_ **P**anel Research
- \_ **D**ata Collection



# Full e-Commerce Outsourcing



We provide customized end-to-end **e-commerce solutions** for retail brands on a fully outsourced basis.

Our suite of integrated services allows companies to **maximize** their own **online** and **mobile sales**.

**We manage all aspects of online business.**

Our focus is listening to the customized needs of each partner and our solutions leverage integrated core services.

## TECHNOLOGIES

Our platform has been systematically developed to power all aspects of high-performing e-commerce sites for brands and retailers.

## CUSTOMER SERVICE

Our integrated Customer Care Center provides superior multilingual support to all online customers, from information to 24/7 post-sales assistance.

## LOGISTICS

Our comprehensive warehousing and fulfillment services offer fully scalable distribution infrastructure with a global reach.

## WEB MARKETING

Our strategies integrate SEO, SEM, display advertising, affiliate offers and e-mail marketing objectives to maximize online revenues.

## CREATIVE DEVELOPMENT

Contents, graphics and design with optimized interfaces to increase retention and revenue.

## IMAGES & VIDEOS

High quality images and videos demonstrating the value of the brand.



**Mediacom**  
Customer Operations Process

**Mediacom s.r.l.**

**Sede legale ed operativa**

Via Calamandrei, 5  
CDN Isola F4,  
80143 **Napoli**

**mediacom.servizi@pec.it**

**P.IVA 03467031211**

**Altre sedi**

Viale Jenner, 51  
20159 **Milano**

Via A. Gramsci, 54  
81031 **Aversa (CE)**



ISO 9001:2015



Rendimento Tecnologico Aziendale



[www.soluzionimediacom.com](http://www.soluzionimediacom.com)

