



## **2007 CEO Association Meeting Recap**

OnviSource packed in a full day of informative material to keep CEO Association members aware of the latest in corporate news, product updates and communication programs.

### **Corporate Overview**

An overview of OnviSource's corporate affairs kicked off the agenda set by Chairman and CEO, Ray Naeini. 2006 was a year for unification of the acquired companies. The company completed 2005 and 2006 with substantial operating profits and grew revenue to over 6x that of former CadCom revenues. An increase in the technical staff within the Product Division and the addition of new accounts and programs in the outsourcing division, Business Solutions, contributed to the increased stability in the product and company.

### **Customer Relations**

Mr. Naeini assured attendees that customer satisfaction and loyalty is the company's mission going forward. This commitment was echoed throughout each presentation from all departments. An initiative to achieve best customer relations called CRM was presented by Stan Jasinski, President of the Enterprise Solutions Division. Customer Relation Management (CRM) is comprised of multiple programs that incorporate team review, partnering with CEO, and a variety of new communications channels.

### **Customer Support**

Software and hardware support agreements were reviewed in addition to a description of operational controls and customer support survey results.

### **Product Overview**

The vision to offer highly affordable Vertically Integrated Customer Interaction Management (VICIM) product and outsourcing solutions was introduced. It will put OnviSource into a very competitive position in the call center marketplace, allowing the company to address the challenges call centers face in terms of staffing, utilizing technology and growing their business.

Art Yri, CTO, provided detailed release schedules and the features contained therein for OnviCenter 5.2, 5.3 and 5.4 scheduled for release this year. Major highlights for 2007 products will include an order fulfillment application, auto agent capabilities, VoIP connectivity, and workforce management.

OnviSource has added a brand new level of executive management to the product division! John Hird, VP of Product Management, has joined the company to drive product features and the product roadmap. He comes with 20 years of telecom and engineering experience. Mr. Hird presented many new features and screen shots of OnviCenter 5.2.

### **Call Center Case Study**

CEO members were given a real-world application of OnviCenter as used by the company's Business Solutions Division. Vice President of Operations for BSD, David Cochlin, talked with users about the evolution of the product in his application, as well as problems and resolutions.

### **Marketing Initiatives**

Programs to promote two-way communication with CEO and OnviSource were highlighted by Deborah Cromwell, Marketing Manager. Initiatives to make communication and access to corporate and product news, programs and web features for training and technical support include email, "OnSite" website support pages and an "OnView" e-newsletter. She emphasized the importance of participating in surveys and providing feedback when solicited so that OnviSource can provide well-targeted solutions.

The day-long session ended with an open Q&A forum and two "OnTarget" telemarketing Services giveaways were awarded to Judy Vincent and Vicki Smith.

Later that evening, OnviSource transported attendees to the Blue Mesa Grill for a festive evening of food, drink and live guitarists. Those in attendance ate, drank and were merry!



**2007 CEO Annual Meeting – Work and play the OnviSource way!**

