



To be your business  
partner of choice,  
delivering innovation  
to you and our people  
with commitment

## What is WeTalkSales?

WeTalkSales Pty Ltd is a Business Process Outsourcing (BPO) Company in Cebu City, Cebu, Philippines and regional representatives in Australia and the United Kingdom. Our company was founded with a partnership philosophy, "Brilliant Ideas, Excellent Results," that helps us easily adapt to the mission and vision of our partners and work with them in pursuing industry leadership. We center on innovation, growth and leadership by practicing Transparency, Honesty and Integrity in all of our dealings at all times. We are consistent in all these areas because of our commitment and value proposition.



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We have grown quickly over the years, and in the process of growing we have kept our business processes intact. To date, we support Australia, North America, UK and Asia Pacific. Our business units cover four (4) major areas; Customer Care, Inbound/Outbound Sales, Technical Support, and Back Office Services. We have capitalized on our strengths in delivering excellent services through the following:

- >Highly qualified and professional agents, staff and managers.
- >Highly qualified and competitive business process integrators and project planners.
- >Strong Global Market presence.
- >State-of-the-art IT/IS facilities
- >Values-based culture



## Who We Are?

Our company's mission is simple and straightforward: "To be your business partner of choice, delivering innovation to you and our people with commitment." With us working for you, you can now focus on the critical aspects of your company that are vital to your business growth.

It is our goal to provide good investment returns, not only to our shareholders, but also to our Partners who do business with us, our People who make this company strong, and our Community that helped shaped who we are. We believe that our Mission combined with our partnership philosophy, "Brilliant Ideas, Excellent Results," and our values-based culture, provide us key components to achieving our vision.

WTS envisions to become the leading company in the BPO Industry that empowers and guides not only our Partners, but also our People and Community towards boundless opportunities, both in economic growth, and the most important of all, in the very essence of "human development and rights." Our core values, Transparency, Passion and Integrity, the



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foundation of our WTS work ethics are the reason we are able to work hand in hand with our clients, whom we refer to as, **BUSINESS PARTNERS**, in pursuing industry leadership.



## Our Community Social Responsibility

Our organization, built by a visionary leadership and strengthened by a culture of tight social relationships through constant nurturing and mentoring, helps empower our people and encourages teamwork. We thrive through a culture that promotes strong involvement and participation across the entire organization. This provides equal opportunities for our people, where professional development through coaching and feedback, are key aspects to our business success. As part of our vision to empower and guide, not only our Partners and our People, our culture is extended out of the company's borders through our Corporate Social Responsibility (CSR) that focuses on the collaboration with the community at large as an "integral part of promoting human rights and development."

Our company, as a fully diversified organization in every aspect, is molded by people in different demographics. We are a company that believes in the wisdom of the experienced and the ingenuity of the youth. Thus, our CSR program is focused on the nurturing of children that are victims of sexual abuse, physical violence and neglect, and as well as the caring for the elderly through established orphanages, children's center, and home for the aged and taking care of mother earth.







## Leadership



### Leigh Waine

Founder Flash Gaming, Co Founder and Director at Stix Design, Why Wait Australia and Boooo Walking Billboards

Leigh Michael Waine founded a Call Centre and Outsourcing Firm – WeTalkSales Pty Ltd – on December of 2010, in Cebu, Philippines. Prior to establishing his businesses across Australia, UK, and the Philippines, Leigh – a graduate of Masters in Marketing in the UK – worked in different well known sales company. After which, Leigh founded and built a business to business marketing company that installed over 120 ATMs in bars, take away shops, convenient stores and petrol stations. He imported and deployed Australia's first coin operated boxing machines and have been importing goods from China and the USA for the last 9 years where he have built up a database of over 500 suppliers and over 3000 products. He then founded three Ecommerce businesses that have been serving Australian customers for over 8 years.

He gained experiences in business planning, competitor analysis, sales, managing sales teams, product sourcing, product planning, budgets, marketing and advertising, warehouse management, staff management, call center management and logistics.

He is currently looking to expand the clients that WeTalkSales Pty Ltd currently has and build more connections to widen and share his expertise in the world when it comes to call center needs.



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## Call Center Solutions

WTS Pty Ltd has an excellent track record of providing Call Center Solutions, specifically in Inbound

Sales and Customer Services. We collaborate with our clients by empowering two critical success

factors in managing customers:

- a.) Retaining existing customers by extending world-class Customer Care and Service.
- b.) Engaging Leads and Contacts, Qualifying and Creating New Customers for your business.

WTS Pty Ltd CAN ASSIST YOU BY:

- a) Reducing your capital and operating costs
- b) Reducing your labor overheads such as insurance, benefits, etc.
- c) Provide a service commitment 24/7 365 days a year
- d) Work with fast turn-around times and implementations.
- e) Complying with industry standards on information security, confidentiality and quality assurance.

### CALL CENTER SERVICES

WTS Pty Ltd offers various Call Center Services covering a wide range of solutions for different concerns.

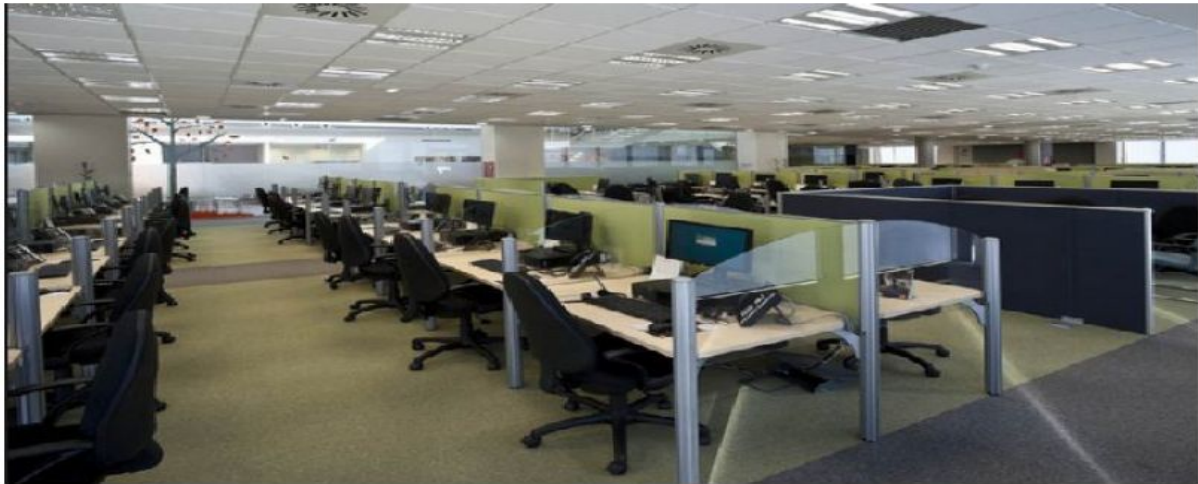
- Customer Care & Support
- Technical & Helpdesk Support
- Outbound & Inbound Support
- Email & Live Chat Support
- Lead Generation

- Market Research
- Sales
- IT Services
- Back-Office Services
- Contact Information / Data Verification



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## Call Center Solutions

### EXISTING CLIENTS & SERVICE REQUIREMENTS

WeTalkSales Pty Ltd clients are as diverse as its own people. The coverage of our operations spans from Asia to North America and the UK with a 24/7 support all year-round.

AUSTRALIAN SHOPPING CHANNEL	
Customer Service, Inbound Sales, O/B Sales	60 FTE
AUSTRALIAN VOCATIONAL EDUCATION AND TRAINING CLASSES	
Customer Service, Inbound and Outbound Sales and Chat	26 FTE
JAPANESE E-COMMERCE COMPANY	
Customer Service, Inbound and Outbound Sales and Chat	24 FTE
JAPANESE SHOPPING NETWORK	
Customer Service, Inbound and Outbound Sales	30 FTE
AUSTRALIAN PAYDAY LOAN	
Back Office Loan Processing and Verification	15 FTE
CANADIAN POS SERVICES	
Technical and Customer Service	15 FTE



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## Direct Response Result

Our successes with Direct Response Campaigns are unmatched. With our experience and application of the right formula, we are able to exceed our Clients Expectations with Sales Performance and Customer Satisfaction.

- Average of over 150, 000 Product Inquiries per month
- 90 % call-to-sale conversion rate
- Over 99.81% Uptime
- Scalable inbound Call Volume
- Average of \$250.00 per sales call value
- Average of \$2.7 Million generated monthly revenue

### INDIVIDUAL CAMPAIGN FIGURES OF 2014:

#### Campaign Figures for existing DRTV Client A

- DRTV Inbound Calls of 17,500 / Month
- Aggregated an average of 82.62% conversion from IB sales
- YTD Gross Sales of AUD 18,484,122.10

#### Campaign Figures for existing DRTV Client B

- DRTV Inbound Calls of 10,000 / Month
- Aggregated an average of 96.67% conversion from IB sales
- YTD Gross Sales of AUD 2,446,438.00



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## Our Competitive Edge

We are able to deliver world-class outsourcing services with Western Executive Management, exceptional Staff, University Educated and Licensed/Registered Professionals in their respective fields, with exceptional fluency in the English language.



### A. THE PHILIPPINE ADVANTAGE

- Recognized excellence and quality in Voice Services
- Skilled and experienced labor force of 30 million
- High-quality managers and IT staff
- Strong work ethic and professionalism
- About 360,000 university graduates yearly
- Approximately 75,000 IT/Computer Science related graduates
- Approximately 120,000 Commerce and IT-enabled graduates
- Low attrition rate compared to onshore competitors
- Excellent fluency in American-accented English
- Similar cultural, business, legal practices and media sources as the U.S.



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## Our Competitive Advantage

### B. TRAINING AND DEVELOPMENT SUPPORT

Under the umbrella of our WTS Pty Ltd General Training Program, the Communication Skills Training Program is intended for use by trainers with all incoming agents. The program combines the two elements critical for teaching and learning. First, the program is based on real call center scenarios, on the annual Training Needs Analysis results, and on research into the real causes of communication breakdown in dealing with both internal and external customers. Secondly, it mirrors good educational practices in Applied Linguistic Curriculum Design. These elements are targeted to positively impact the performance of trainees once they reach the floor.

The Training Methodology consists of discussions, observations, demonstrations and presentations, work groups, semantic processing and applied learning. All didactical activities foresee a theory session and a practice one, including discussions and application exercises that complement the following:

<b>SKILLS TRAINING</b> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Sales</li> <li>• Customer Service</li> <li>• Market Research</li> <li>• Technical</li> <li>• Product Knowledge</li> </ul>	<b>BEHAVIORAL TRAINING</b> <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Management</li> </ul>
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## Our Competitive Edge

### C. LOCAL CULTURE

The Philippines has been exposed to and influenced by U.S. culture for more than a century. This influence means that Filipinos are not only familiar with American business practices but also share the same day-to-day interests. A Filipino employee can easily mesh with their US counterparts and therefore more easily assimilate to their professional environment.

We at WeTalkSales Pty Ltd push this cultural compatibility further by promoting an increased cultural awareness and sensitivity, understanding of culture's impact and emphasis on the importance of a communication style in cross-cultural discussions in both face-to-face and virtual exchanges during trainings and evaluations.

### D. OUR PEOPLE

We enjoy an average Tenure of 12.4 months and an average Educational Attainment of 3.2 years in our agents.

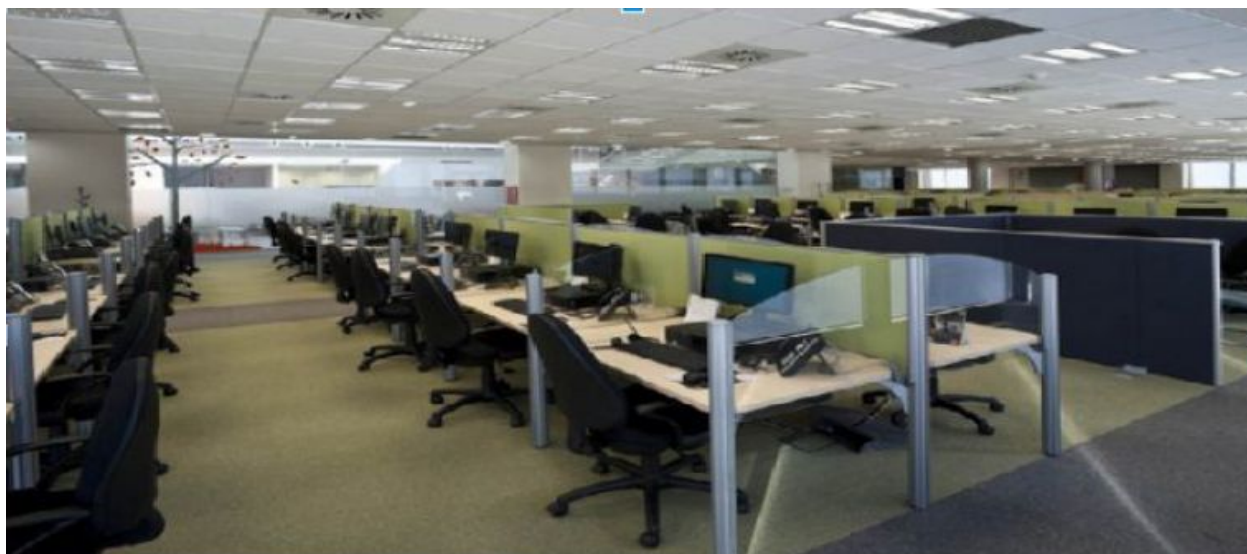
WeTalkSales Pty Ltd understands the stress and pressure in the BPO industry and values the hard work, dedication and loyalty of our people. As our employees are our most valued assets, we put their health, well-being and development of high importance.

Through our monthly General Assemblies, quarterly Team-Buildings and quarterly Company Outings, WeTalkSales Pty Ltd renews the morale of every team member in the Company and realigns the Company's short and long-term goals which ultimately translates to better performance, quality and service.



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## Infrastructure

### A. SUSTAINABLE SITTING CAPACITY

WTS Pty Ltd capability is extended to its state-of-the art IT and IS facilities. WTS Pty Ltd has over 600 seating capacity and is operating with four (4) production areas. All seats are designed with sufficient space to make agent's comfortable in carrying out their job responsibilities. A total of 3,620 square meter houses our operations, support and administration offices.

### B. REDUNDANCY

WeTalkSales Pty Ltd. utilizes triple modular redundancy system in our Power, Internet and VoIP components. We utilize three (3) independent circuits from three (3) different Internet Service Providers (ISP) that are maintained to ensure high availability, bandwidth capacity and route redundancy that automatically fails-over should the primary and even secondary provider fails, as with our three (3) VoIP providers. Our workstations are protected with Uninterrupted Power Supply (UPS), and (2) standby diesel generators with an Automatic Transfer Switch (ATS) in the event of power outages.

### C. NETWORK INFRASTRUCTURE

Our computer networking and communication infrastructure is built with a Gigabit Ethernet backbone for the local area network (LAN), redundant fiber backbone for the upstream providers and VoIP providers. Backup and data storage facilities are located in the cloud for high availability and quick recovery.



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## WTS Pty Ltd CALL CENTER NETWORK ARCHITECTURE

WAN Layer	WAN Layer	WAN Layer
<ul style="list-style-type: none"><li>• 2N redundancy for site connectivity</li><li>• 2N redundancy for all WAN equipment</li><li>• Dual local POP connectivity for carrier redundancy</li><li>• One international POP for selected traffic</li></ul>	<ul style="list-style-type: none"><li>• All internet access governed through a set of managed proxy servers</li><li>• All internet endpoints met by Customized and Home grown setup</li><li>• Routing policies use Deny All approach approved traffic at the IP/port level.</li></ul>	<ul style="list-style-type: none"><li>• 2N redundancy at Core layer</li><li>• 2N redundancy for all critical servers</li><li>• N+1 redundancy for all other LAN equipment</li></ul>

### D. BUSINESS CONTINUITY & DISASTER RECOVERY

We recognize the risks associated with server-based facilities and IP networks hence our need to embrace redundancy in all our components. We provide for the highest degree of fault tolerance to maintain vital links between our clients, their customers and our employees.

WeTalkSales Pty Ltd engages these challenges with the highest degree of resiliency in mind by providing for an offsite backup through a third party cloud service provider and a local data storage facility (SAN) allowing us to meet more sophisticated and/or incremental backup scheme demands, scheduling, verification, restoration and other processes from our clients.

We maintain copies of images of our running configurations while client environments are safely stored in the cloud file server for easy access when there is a need to rebuild servers, services, data and working environments in an event of physical recovery. Our contact center platform allows our agents to go live in an alternative site in the event that our site in Cebu City is rendered inoperable.

WeTalkSales Pty Ltd is also eyeing two additional locations in the Philippines for our strategic expansion; a third site in Davao City and a new site in Dumaguete. The location, infrastructure, demographics and other components of the expansion are highly compatible with our current systems and processes necessary for a more seamless transition and integration of our processes and increase the quality of our Disaster Recovery protocol and redundancy.



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## **Infrastructure**

### **E. PHYSICAL AND DATA SECURITY**

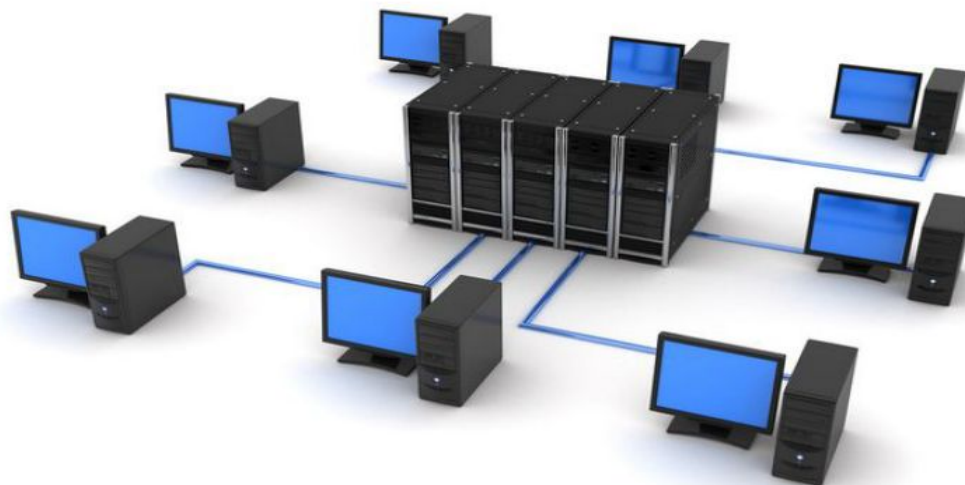
We are a PCI-DSS compliant company. Our proprietary & confidential data is protected by industry standard and approved encryption algorithm like AES and PGP. All critical data is replicated to offsite secured storage. Our operating systems and software packages are standardized, hardened, and centrally managed to ensure and maintain the integrity of our computers and computing environment. Workstations are protected by Microsoft Essential, Bitdefender and AVAST antivirus while all removable media are disabled and no proprietary or confidential data is stored on production workstations.

Firewalls, Intrusion Detection Systems, VPNs, private circuits, virtual LANs and antivirus & malware protection systems are implemented and installed to maximize network security and information protection against unauthorized access, and to alert on known attacks in real-time. HTTP access are filtered for any malicious content and all outbound traffic blocked by default (authorized access only) while secure connectivity is used for Partner applications/Data. Wireless networks are forbidden to be connected to any trusted network with a Zero Tolerance Policy enforced for unauthorized wireless usage.

24/7 Support with badge and full camera surveillance via CCTV, Proximity RF Readers, biometric security door locks strengthens physical security further.



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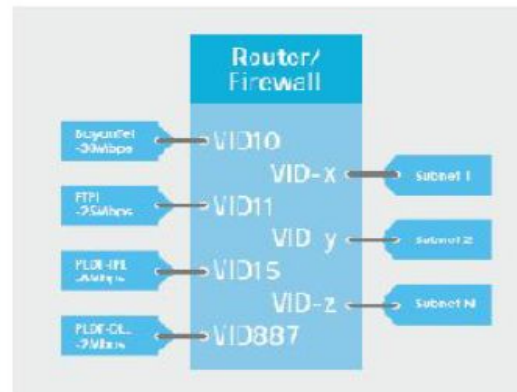
## Infrastructure

### F. NETWORK TOPOLOGY

WeTalkSales Pty Ltd's network topology applies industry standard setup and best practices while functioning on standard interoperability enabling different components and systems to work together.



Each ISP is connected to its own public server.



The company's large IP Network is logically subdivided into subnets that separates our servers and computers through VLAN, each protected by a firewall configured with a set of rules and policies that lessens the risks of compromising data. Our current network topology is flexible to create campaign-based subnets allowing exclusivity.



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## Summary

Delivering timely, relevant and world class outsourcing services is core to the foundation of WTS Pty Ltd. From Telemarketing Call Center Services, Inbound Sales and Customer Support to Technical Support and I.T. outsourcing, WTS Pty Ltd's aim is to not just exceed your requirement, but to become partners in our clients' business success.

WeTalkSales Pty Ltd has wide experience in supporting companies who outsource their Business Processes. WTS Pty Ltd is Australian owned and executively managed, and we adhere to the best practices available in the industry and follow the highest quality guidelines to exceed your expectation in all areas. We take great pride in our values-based culture and believe we are unique in the BPO industry.

We welcome the opportunity to work with you in providing a workable and profitable solution to your business needs and given the opportunity, WTS Pty Ltd will take pride in assisting you with all your Business Processes Outsourcing requirements, delighting your customers, reducing your overhead and increasing your profit.

Thank you.



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