

Impact Innovations GroupSM

Customer Centered Solutions

Your customers expect far more from you today than they did just a few years ago.

They want more than just good service at a good price. They expect you to know who they are, what they want, when and how they want it — they want you to deliver.

There's no doubt the key competitive differentiator through this decade and beyond is — and will continue to be — the quality of your relationships with your customers. Impact Innovations Group's solutions deliver the value your customers require so you can attract new customers and build loyalty amongst your current customers. Our unique approach helps you exceed each customer's individual expectations...delivering the ability to simultaneously optimize your service delivery and profit.

Building a Strong Delivery Chain

Your organization and its reputation are represented through your interactions with each customer, forming a delivery chain that brings your services and products to your customers. Make each of those interactions count through Impact's Delivery Chain Management (DCM) solutions. Through our rapid touchpoint assessments, we assist our customers in identifying all critical customer interactions to present exciting possibilities for enhanced customer centered solutions. Solutions that allow you to make the strongest impact possible with each and every customer interaction...so you can

better serve and understand your customers, so you can deliver unique value.

Impact Innovations knows your business... your industry...and can help you identify the right customers. With the breadth and depth of experience needed to deliver technology solutions that are tightly integrated with your business strategies, Impact delivers solutions that will help you manage and leverage your most important business asset — your customer relationships.

Deliver to OrderSM Makes Every Interaction Count

To help you create customer centered DCM solutions, Impact Innovations Group's professional staff combines industry and technology expertise into a unique methodology: Deliver to Order — an approach for delivering an integrated solution that supports every interaction with your customer along your delivery chain.

Deliver to Order helps you balance operational efficiencies with superior delivery of solutions to your customer so you can

- Increase your understanding of your customers — before, during and after each interaction.
- Tailor the individualized services that attract and retain the right customers while maximizing customer share.



- Give your employees the tools and training they need to provide the *right services to the right customers at the right time* — at every point of contact you have with your customer.
- Support the implementation of technology that lets you make effective realtime decisions and constantly improve processes — so you can make the impact you need to attract and retain customers.

Your Solution: Delivered to Order

Our Deliver to Order approach means you get the right solution based on your vision...your strategy...your business...your industry. Based on your unique requirements, we deliver a customer-centric solution that creates a positive experience whenever and wherever you interact with your customers.

Capabilities include:

General IT Services

- Infrastructure readiness
- Implementation support
- Skills assessment
- Staff augmentation
- Database design & management
- LAN/WAN tuning and design
- Training and systems management
- Security Solutions
- Year 2000 compliance

Packaged Software Implementation

- Document management, workflow and imaging solutions
- Decision support systems
- Customer management solutions
- Call centers
- Enterprise resource planning (ERP) solutions

Customer Centered Solutions

- Data warehousing
- Decision support
- Interactive customer management
- Customer contact centers
- Internet/Extranet
- Industry specific solutions

People Who Can Deliver

Headquartered in Atlanta, Georgia, Impact Innovations Group employs more than 650 associates with offices located across the country. Our professionals are people who can combine enabling technologies with an in-depth knowledge of your industry and the processes required to meet the needs of your customers today...and tomorrow.

For more information contact us toll-free at 877.2EXCEED or visit us on our web site at www.iiginc.com.

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