

## Overflow Scheduling Center

We schedule the appointments you miss

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### Did you know?...

40% of first time callers will not leave a voicemail?

The average business misses 30 calls per week...

of those missed, 15 are sales opportunities!

## Stop Missing Appointments Today!

Perceptionist Inc. is an overflow call center to service industries. We answer phones and schedule appointments for maid services, carpet cleaning services, and handyman services.

Our service gives small business owners the capability to capture 100% of sales calls by providing backup phone support during the days, evenings, and weekends. Instead of ringing 3 times and going to voicemail, calls are redirected to a team of specially trained sales representatives who know your business and can provide pricing and scheduling solutions.

We have the capability to bring you peace of mind when you are understaffed, out of the office, or just can't get to the phone in time. Best of all you only pay for calls when an appointment is booked. All other calls are free so we don't get paid until you get paid.



### What's so bad about voicemail?

The most commonly used method for back-up in small businesses is obviously voicemail. It's cheap and easy and customers are used to it. However, customers are also used to ignoring voicemail and moving on to the next.

New customers call in hoping to schedule an appointment but find that no one is there to take their call and they are forwarded to voicemail. There is a 40% chance that this potential customer will abandon the call and not leave a voicemail. They will simply look to the phone book and continue shopping. Because of this, you have a 69% chance of losing a new customer if voicemail is your main form of answering the telephone.

Competition in the service sector is high and you can't afford not to answer the phone.

### Why use a scheduling center when I have my own receptionist?

Most small businesses have and need to have an in-house receptionist in order to handle daily calls and schedule appointments. In addition, the receptionist usually handles non-sales related calls that keep your business running smoothly. We urge our customers to keep their in-house receptionists in place. We know you still need someone in the office to handle suppliers and partners.

We replace your voicemail, not your office. Perceptionist acts as your safety net. Using our service, you no longer need to worry about bathroom breaks, sick days, or vacations because we're there to answer the phones when you can't.

### Why Perceptionist Inc. and not an "answering service?"

Perceptionist Inc. is NOT an answering service. We are much more. Typical answering services only answer the phone and can be very expensive. Furthermore, their representatives have little to no knowledge about your business and are only able to take a message. Perceptionist has the ability to schedule appointments with a calendar solution that changes with your needs. Each Perceptionist follows a script that details your business specifically in order to give the customer important information and provide seamless customer service. Perceptionist focuses specifically on maid, carpet cleaning, and handyman services which means In addition, we only charge you for calls where appointments are scheduled, so the extra revenue you incur from our service covers the cost.

**Sign up for our 30-day Risk-Free Trial Now!**  
<http://www.myperceptionist.com/13245.html>

## How does Perceptionist work?

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A customer calls your local business number



If you're at the office you can answer if you'd like  
If no one answers after 3 rings, the call rolls to Perceptionist



The customer is given 2 automated options

- Non-sales related calls are rerouted back to your office
- Sales calls are answered by a Perceptionist as if they were your own employee



The customer is given service and pricing information  
depending on your business needs



The customer schedules an appointment at a time that's  
right for them



Perceptionist uses a calendar that updates on real time  
to schedule your appointments



You are sent an email notification when an  
appointment is scheduled



You can access your calendar through the customer  
center on our website to view, add, change, or cancel  
appointments

## Perceptionist Features

### Personalized Scripts

Every business is different and Perceptionist Inc. understands this. Our cutting-edge technology allows each Perceptionist to answer the phone the way you want them to. During your initial orientation, our activations coordinator will work with you to personalize the script to fit your business needs. This only takes a short amount of time and guarantees that we handle your customers the way you would.

### Email/Text Notifications

When we schedule an appointment for you, we immediately notify you via email. This ensures that you stay up-to-speed on your business schedule. Because we won't schedule same-day appointments, you will never have to scramble to fit in an appointment that we scheduled. Perceptionist schedules with enough lead time for you to call back your customer to confirm the appointment. COMING SOON Perceptionist will be providing notifications via text if you sign up for this option. We are looking to better accommodate your needs whether you're out in the field or at home with the family.

### Industry Knowledge

Perceptionist Inc. is dedicated to serving only businesses within the service industry. We specifically focus on maid services, carpet cleaning services, and handyman services for a reason. Because our Perceptionists are faced with industry specific questions, we want them to be as knowledgeable as possible. Specializing in a few focused industries gives us the capability to handle your calls more efficiently and gives you peace-of-mind that we will understand your business, not just anyone's.

### Extended Hours

Perceptionist answers from 8am-11pm Monday through Friday, 8am-8pm on Saturday, and 10am-6pm on Sunday (Eastern Standard Time). Your business may close at 5 but your customers can't always get to the phone before then. Perceptionist allows you to enjoy your time away from the office without having to worry. We schedule for your customers even when you can't be there to answer.

### Responsive Customer Service

Whenever you have a question or concern about our service, we'll be here to cater to your needs. You will be assigned an account manager who will fix any problems you may have or answer any questions that may arise. We will work quickly to ensure you and your business is taken care of.

### Outbound Call Option

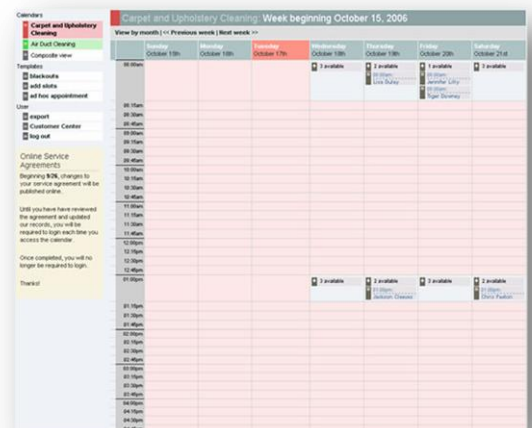
If you decide you'd like to do more to grow your client list, we can perform outbound calls to your potential customers. You can provide us with a list of previous customers, or targeted customers, and we'll do the rest. Perceptionist will call to remind them they are due for an appointment and offer to schedule an appointment.

### Survey Callback Option

If you sign up for the survey callback option, Perceptionist calls your previous customers shortly after their appointment to conduct a short survey. A Perceptionist will ask the customer to rate their service and your crew, which gives you valuable feedback on your crew's technical and personal abilities. More importantly, you receive information on the interest of your customer. Once the survey is completed, we are able to ask the customer if they might be interested in scheduling another appointment. If they decline an appointment, we are able to ask the customer if we can call them back in the future at a time when they might be interested in scheduling another clean.

### Customer Calendar

Our online customer calendar gives you access to all your appointments. Because our technology allows the calendar to update on real time, you won't have to worry about double-booking. In addition, your online calendar can be accessed from the Perceptionist website through the customer center. Our login process ensures that your calendar information is secure.



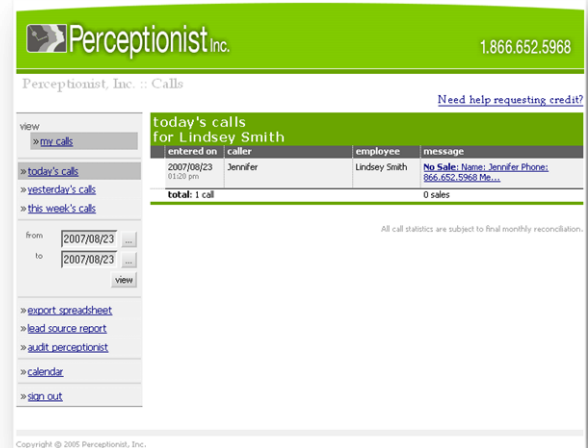
<http://www.myperceptionist.com/calendar.html>

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## Customer Center, Pricing and Billing Information

### Customer Center

The Perceptionist customer center is the hub of all your appointment scheduling. Once logged in, you'll have access to all appointments that Perceptionist has scheduled for you. You have the ability to access your calendar which lists all of your appointments in the appropriate time slots and days. Furthermore, you can see who called and when and how the Perceptionist handled the call. You even have the ability to audit or listen to the calls made. This gives you total assurance that we're handling your calls appropriately. The customer center is also the place where you can access your detailed bill. In addition, we now include tutorials on how to request credits. If for any reason, an appointment we book is cancelled you will not be charged for our service. Credits can be easily requested in the customer center. If there are ever any questions, comments, or concerns you can contact your account manager to work with you on your inquiry.



The screenshot shows the Perceptionist Inc. customer center interface. At the top, there's a green header with the Perceptionist Inc. logo and the phone number 1.866.652.5968. Below the header, there's a navigation menu with options like 'view', 'my calls', 'today's calls', 'yesterday's calls', and 'this week's calls'. The main content area displays 'today's calls for Lindsey Smith' with a table showing call details. The table has columns for 'entered on', 'caller', 'employee', and 'message'. One call is listed for 2007/08/23 at 01:29 pm, called by Jennifer, handled by Lindsey Smith, with a message: 'No Sale. Name: Jennifer Phone: 866.652.5968.13...'. Below the table, it shows 'total: 1 call' and '0 sales'. There are also links for 'export spreadsheet', 'lead source report', 'audit perceptionist', 'calendar', and 'sign out'. A footer note states 'All call statistics are subject to final monthly reconciliation.'

### Pricing Information

Perceptionist Inc. functions in a unique way in order to provide excellent customer service for you and your business. Instead of billing you every month at some inflated flat rate, you only pay us for the appointments we schedule. Therefore, we only get paid if your business is growing. If we're not booking appointments, then you pay nothing. This gives us the incentive to help your business succeed. Prices do vary amongst industries, as well as among, location, brand and type of appointment. The rate for booking appointments will never change for you, once you've been activated so you'll always know exactly how much you owe. There are no hidden fees so you'll know what to expect when you receive your bill. There is no activation fee, setup fee, or monthly fee. We simply bill you for appointments and you will never be surprised with inconvenient charges. Plus, calls that are not sales-related are free!

### Billing Information

Perceptionist utilizes a fully-integrated system which can be accessed by your customer center log-in. The summary invoice includes a hyperlink to the customer center where the call details can be viewed via a "drill down" interface. This means that you are able to see every call invoiced with a simple click on the related summary line item. In addition to seeing your detailed call records, invoices will also include your call credits. Credits will show up as line items on the invoice associated with the originating call detail. This means that separate credit memos will no longer be issued so that all of your billing information is in one handy invoice. You will also be able to print your invoice for your convenience. Finally, if you own multiple locations you will be able to see which calls were billed for certain locations as well as being able to see a full list of all calls, all customers, and all times via the "drill down" functionality.

<b>Product</b>	<b>Perceptionist overflow scheduling center</b>
<b>Solution Type</b>	Voicemail substitution; Overflow call center; Scheduling desk
<b>Service Region</b>	North America; USA and Canada
<b>Targeted Industries</b>	Maid services, Carpet cleaning services, Handyman services
<b>Developed by</b>	Perceptionist Inc.
<b>Hosted by</b>	<a href="mailto:info@myperceptionist.com">info@myperceptionist.com</a>
<b>System Integration</b>	Compatible with most phone services; Our activations coordinator will contact your phone service for you
<b>Company Website</b>	<a href="http://www.perceptionistinc.com">www.perceptionistinc.com</a>
<b>Contact Information</b>	1177 Olentangy River Rd. Columbus, OH 43212 P: 866.652.5968 F: 614.384.7501

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

## Executive Summary

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### **About Perceptionist Inc.**

Perceptionist Inc. is located in Columbus, Ohio in the heart of the Midwest. Perceptionist Inc. became incorporated on May 30, 2003. The business was originally founded by Tiger Downey in 1997 as a Virtual Office Center; a web based provider of front and back office support to small businesses, including sales, customer service, accounting, and information systems management. Eventually, the company underwent a name change along with a revamp of the entire brand. Since then, Perceptionist has evolved into what it is today through trial and experience. Since partnering with Alan T. Rudy and IntoGreat Co. in 2003, Perceptionist has seen phenomenal growth and many changes. Perceptionist has achieved triple digit annual growth rates three consecutive years.

### **Alan T. Rudy-CEO**

Alan Rudy is the CEO of Perceptionist Inc. as well as the founder and CEO of IntoGreat Companies. Mr. Rudy graduated with a BS in Chemical Engineering from The Massachusetts Institute of Technology in 1985. He also received an MBA and J.D. from Case Western Reserve University in 1989. He was also the founder of Express-Med, Inc., a healthcare home delivery service, which became #1 on the Central Ohio Fast Fifty in 1998, was named on the list four years in a row, made the Inc. 500 and was the largest privately held company in its industry nationwide when Mr. Rudy sold it in 2002. Mr. Rudy was named Ernst and Young's Entrepreneur of the Year for 1997. Believing that most impediments to explosive growth are due to lack of focus, lack of execution and lack of confidence, Mr. Rudy established Into Great Companies to prove his model. The company was established in 2002 as an "old school" venture capital firm. That is, it invests capital, but also puts its own management process in place. Into Great Companies provide professional management and processes in order to achieve explosive growth. As the largest and only outside investor in Member Health, Inc. Mr. Rudy was able to help the company build out its senior team and establish goals and communication protocols. He now sits on the Board of Directors after assisting the company in finding a private equity firm to invest in the company. Member Health was recently named number 10 in the Inc. 500.



### **Tiger Downey-Founder and President**

In 1997, Tiger founded Virtual Office Center (VOC Inc), a web based provider of front and back office support to small businesses, including sales, customer service, accounting, and information systems management. Through Virtual Office Center, Tiger has overseen the sales, customer service, accounting, and information system management of dozens of small service business ranging from advertising agencies to carpet cleaning companies. Tiger orchestrated and executed the entire scope of company start-up. As an owner of a fifth generation family owned carpet cleaning business, Tiger is aware of the daily challenges facing service businesses as they move through various growth stages. His innovative approach has helped him become a go-to expert for leading edge sales solutions utilizing computer telephony technologies for the service industries. Prior to VOC Inc., Tiger led the acquisition and integration of several carpet cleaning companies in Central Ohio into their family's carpet cleaning business. Downey Clean, established in 1897, has led major innovative changes within the carpet cleaning industry including flat room pricing and high volume extraction. It currently holds a patent in high volume extractors and is the only portable extractor receiving the highest rating given by Shaw Industries, the world's largest carpet manufacturer. Mr. Downey has received his MBA from University of Georgia in Strategic Management of Innovation & Entrepreneurship and MIS. He also received his BSBA from The Ohio State University in Marketing and Entrepreneurship.

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