



360° After-Sales Support Outsourcing Partner



■ THE TRUSOS ADVANTAGE

- Drastically improve customer experience (local support and RMA reach)
- Total cost of ownership vs. Local service capability and reach unmatched
- Prompt and sustained ROI by leveraging pan APAC infrastructure
- BCP: Sites in Malaysia and Thailand, with expansion to 8 APAC countries planned
- Financially stable : backed by MAVCAP (Malaysian Finance ministry VC fund)
- Maximize quality, minimize costs and risks!
- TRUSOS will be an extension of your organization. A one-stop customer facing 'department' of your company for all RMA/logistics and support needs in APAC countries, servicing end customers, resellers and distributors.

Today all organizations are under ever increasing pressure to controls costs while retaining customers by increasing customer satisfaction. This is essential for repeat sales and up-sell opportunities in a shrinking budget environment.

TRUSOS offers an unparalleled advantage in the arena of post sale technical support and RMA/logistics, specifically in the challenging local markets of the APAC region.

TRUSOS has 2 operational centres and several offices in various countries in APAC, dedicated to providing the best customer experience possible. This has been achieved by TRUSOS's up-front investment in local offices and local staff so that our clients can have the fastest time to market, while delivering a completely local experience.

In a recessionary market beset with reduced IT budgets, it is very important that high-tech clients have end-customers who have highly satisfactory post-sale support experiences. This is because great value can be derived in terms of customer loyalty, repeat business and referrals from satisfied customers. TRUSOS ensures that end-customers in each individual country have the comfort of interacting with post sale support personnel who speak their respective languages and understand the cultural nuances of each country in the region.

Outsourcing is a complex decision where several questions will crop-up. Will outsourcing enhance the customer experience in cultures where HQ's understandings of local nuances are not very strong? What's the return on investment (ROI)? Such questions have to be addressed when one is considering support for customer facing hardware/ applications.

TRUSOS can unleash an important factor: value that is not derived solely from spreadsheet calculations, but by customer satisfaction gained by the local touch and reach. TRUSOS services are a way to optimize customer relationships and turn them into long term partnerships.

TRUSOS will provide the same level of customer service that you always aspired to give to your customers.

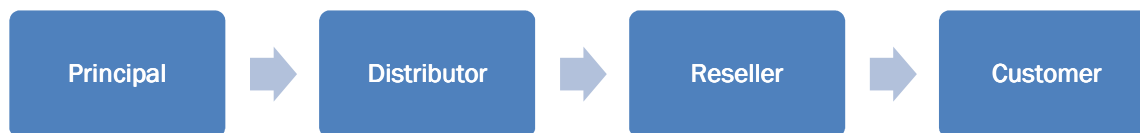
All offices have been built with redundancy and BCP planning at the core. This means that any of the service delivery centres can function as business continuity locations at very short notice in case some unforeseen circumstance takes some of the service delivery centres offline. Out of these locations, 10 are planned to be 'cold' and 5 are planned to be 'hot'. The 10 'cold' locations can go live and on-line at very short notice, thus serving not only as captive support centres, but also as Business Continuity Centres.

TRUSOS implements its 'Global standards, local touch' approach by providing 'best in class' customer service soft skills training to all its delivery centres, but in local languages and keeping in mind local cultural sensitivities.

■ THE TRUSOS RMA AND LOGISTICS SERVICE

The traditional method of depending on distributors for RMA has proved to be a guaranteed customer dissatisfaction generator. This is because the core competency of the Distributor-to-customer supply chain is sales, and all activities are focused on the sales targets.

For a sales organization, RMA processing and the related support activities become a distraction from the monthly and quarterly numbers. This means that the dedication, follow-up and ownership required for customer satisfaction, especially in network down scenarios, may be less than ideal. Imagine an RMA scenario where a dead appliance has to go from the Principal to the customer.



This model of RMA fulfillment has several weak links directly adding on to the potential of customer dissatisfaction.

- 1) Priorities of the distributor and reseller
- 2) What are the SLA's? How are they measured and guaranteed?
- 3) What kind of support staff does the distributor/reseller have to service the customer?

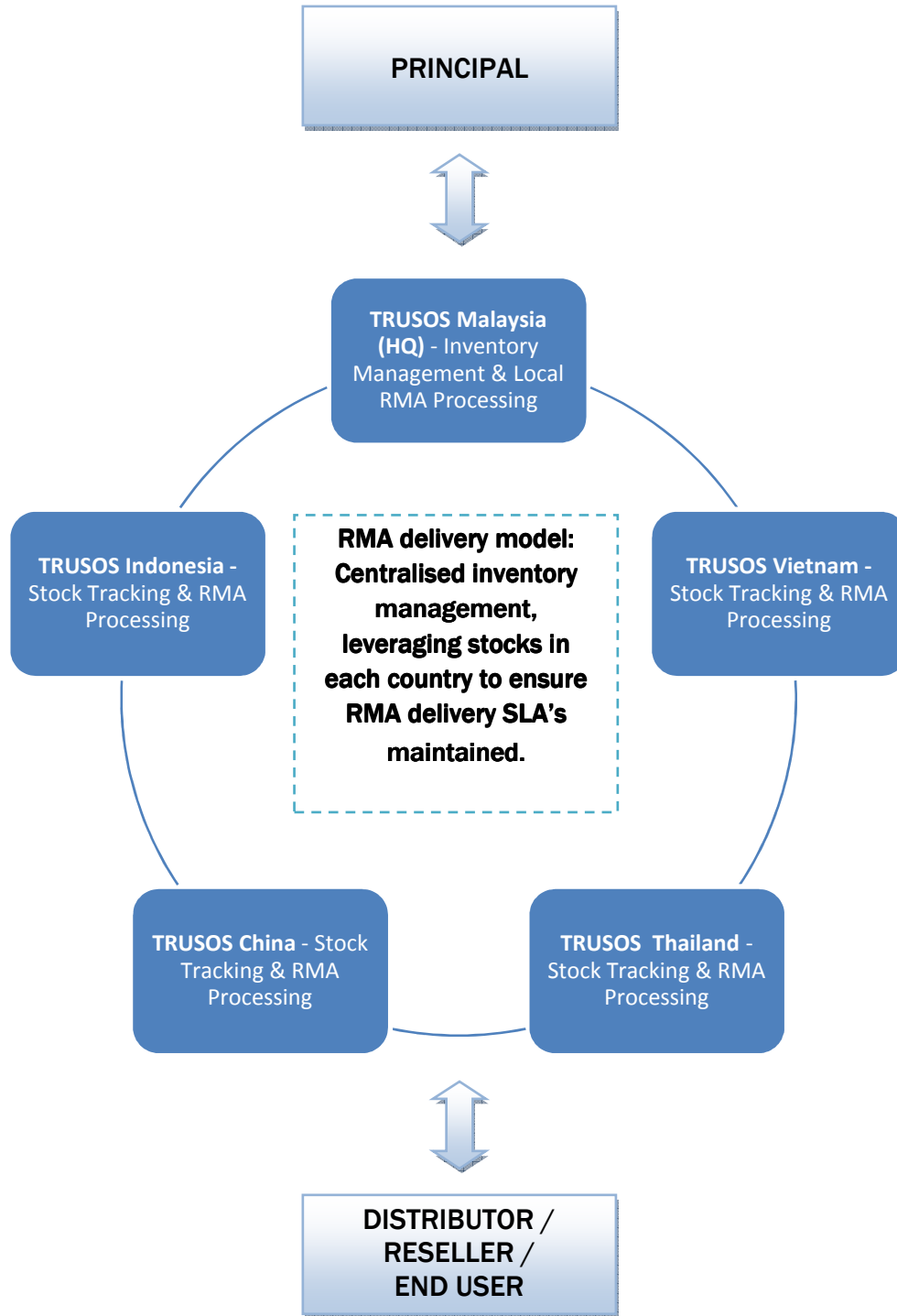
“Would you risk your customer satisfaction at the hands of organizations whose focus is completely different? Or would you look to a dedicated service provider with exceptional reach for this crucial post sale activity?”

The TRUSOS advantages

- 1) The principal and the end customer deal ONLY with the TRUSOS logistics service organization
- 2) The TRUSOS logistics service organization’s business IS logistics and RMA fulfilment, thus the KRA for each employee is customer satisfaction and SLA adherence
- 3) Strict adherence to SLA’s for RMA by leveraging TRUSOS centres in APAC countries
- 4) Centralised inventory control and stock management based on failure rate statistics provided by Principal and pre-defined stock level triggers.
- 5) Friendly, professional local staff to process RMA and follow-up on deliveries and pick-ups
- 6) Cost savings in terms of manpower and infrastructure needed for harvesting comparable customer experiences



TRUSOS’s ‘hub and spoke’ model for logistics and RMA servicing ensures that SLA’s are never compromised. The TRUSOS model has each of its national service delivery centres also operate as a ‘national hub’ for its RMA and logistics offering. These ‘national hubs’ serve as centres for inventory management and dispatch RMA devices to client locations anywhere in the country. When coupled with robust inventory management based on the client’s failure forecasts, TRUSOS can deliver savings in terms of lean inventory levels and customer satisfaction in terms of SLA adherence and professional local staff.



We look forward to an opportunity to discuss in detail how TRUSOS can add value, save costs and ensure customer satisfaction for your technical support and logistics management needs in APAC countries.