

# CanTalk:

## A Business Overview



**ANY LANGUAGE. ANY APPLICATION.**

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# Speaking the Language of Business

## ANY LANGUAGE. ANY APPLICATION.

You see telecom opportunities abounding in your marketplace, in your community or on the other side of the globe. CanTalk (Canada) Inc. is the telecommunication services company that can help you reach that market immediately and cost effectively.

We specialize in customized, added-value telecom services tailored to meet the exacting requirements of our client's customers.

CanTalk will assist you in overcoming business barriers with high value communication services including:

- In-language International Operator and Customer Service
- Call Centre Services / Customer Care Programs
- Wholesale/Retail International Long Distance
- Volume Discounted International Long Distance
- Immediate Over-the-Phone Interpretation
- Telecom Billing and Collections
- International Directory Assistance
- International Calling Card Products
- Internet Based Voice Service (VOIP)

Further, with the **extensive language capabilities** and applications made available to you through CanTalk, your organization will achieve the unique competitive advantage of delivering your services in the language of your choice.

## THE COMPANY - YOUR PARTNER

Founded in 1994 and located in Winnipeg, Manitoba, Canada, CanTalk started by delivering immediate over-the-phone language services. CanTalk has provided service in over 110 languages to over 120 countries. In one business line alone, CanTalk has managed over 10 million calls, with most branded to meet the specific needs of our clients. Since then CanTalk has rapidly expanded its service solutions to meet the evolving needs of our clients.

CanTalk understands language, culture and countries. It's our business. With our team of language specialists and technology experts we offer you the most comprehensive **value add** service portfolios in the industry.

CanTalk has created a professional sales and engineering teams, equipped with many decades of experience in telecommunications services, information systems and

network management. They deliver services tailored to your needs, meeting your exacting quality specifications. CanTalk monitors, measures and reports all your service results - so that you receive exactly the service you need. We have created an exceptional product fulfillment program so that when you introduce a new service or change an existing one, our multidisciplinary teams can adjust quickly and be on target.

**CanTalk brings fair and honest business practices to the table. Our service and success is based on being true to our clients every minute of every day.**

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CanTalk recognizes your requirements are unique. We exceed the typical vendor relationship and propose business solutions that accommodate requirements both from marketing and engineering perspectives. We create customized reports and billable CDRs to provide detailed customer service, as well as proactively providing front line marketing and **customer information support**.

Additionally, CanTalk draws upon its expertise in technology operations and marketing to deliver solution driven services to the wholesale and retail sales business sectors.

### **CANTALK'S CORE STRENGTHS - YOUR LEVERAGE**

1. CanTalk's access to high capacity international telecom routes for bulk sale and resale
2. CanTalk's highly responsive and customized client applications in operator services and language delivery for over 110 languages
3. CanTalk's extensive knowledge of global and national language service, and experience in delivering customized and emergency services in-language
4. CanTalk's vast experience and operational tools to manage telecommunication and language services
5. CanTalk's access to up-to-date international directory assistance databases.
6. CanTalk's access to Tier 1 international telecommunication facility-based carriers
7. CanTalk's rapid on-demand operator and customer service response

### **AFFORDABLE ACCESS TO THE WORLD**

CanTalk passes on its advantages of affordable and worldwide access to top international carrier's transport routes. Whether your traffic is voice or data, IP or TDM, it does not matter. CanTalk will leverage its place in the market to your advantage.

### **THE TOOLS - AT YOUR FINGERTIPS**

CanTalk's patented proprietary call routing, revenue assurance and forecasting tools are **unique in the industry** and ensure that you can raise your customers' level of satisfaction, and maintain it at the least cost.

CanTalk works with you to forecast call volumes months in advance with very low real time variance. This is coupled with a fail-safe scheduling model, which can help manage any sudden changes in your call volumes. CanTalk routes calls based on language need correctly 100 per cent of the time, so your callers receive assistance when they need it, all of the time - in whatever language they feel most comfortable.

### **SOLUTIONS CUSTOMIZED TO YOUR NEEDS**

Our technology team creates network configurations and integrates them with your systems. Our operators, interpreters and agents incorporate **your branding** and scripting, and our information systems are adjusted to provide you with the individualized, immediate reports you need.

We assemble our services to fit your company. Take the competitive advantage. Become well positioned with our customized sales

proposition, which allows you to better serve existing customers, open new markets, and maintain your competitive edge.

### **THE LANGUAGES – IT'S YOUR CHOICE**

CanTalk provides you with high quality, **immediate** language interpretation services from its network based infrastructure. Language products and services can now be accessed by your customer worldwide, and thereby provide you with the competitive advantage in response to global competition. To provide you with focused language solutions, CanTalk has amassed a superior knowledge base of language service, proprietary technology and applications for customer and commercial applications within national, international and telecommunications contexts.

**Remember that people live and think in their native language. If you want to communicate, and have people truly relate to your products and services, you should speak THEIR LANGUAGE!**



## THE TECHNOLOGY - ENSURES CONTINUITY OF SERVICE

CanTalk has extensive knowledge of the telecommunications industry. This, in combination with CanTalk's relationships with major carriers will provide you a cost-effective and highly versatile operating framework. Whatever your technical requirements, CanTalk can fulfill them, reliably and cost effectively.

CanTalk offers a full range of customer support services, including account management, fulfillment, new product launch and database management tools, all designed to meet your service requirements. CanTalk makes extensive use of leading edge technologies including proprietary and licensed software and applications, skills based routing and proprietary language queuing, automatic call distribution, sophisticated computer telephone applications (CTI), carrier grade digital switch and internet technology.

CanTalk provides telecommunication access through multiple carriers, resulting in a dual backbone. Network LAN/WAN design takes into account a multi route server farm with Ethernet switching across multiple path switches to insure survivability. Should there be a critical failure of network components, the following measures mean that your service will continue uninterrupted. CanTalk is equipped with dual power feed, battery back-up and a diesel generator to support the switching and data centre, as well as the calling floor.

In the event of trouble with a client's services, CanTalk provides

in-house support, and with its carrier partnerships, technical and application - assistance 24 hours a day. This includes an escalation process with customized plans to fit client requirements.

## OUR ASSURANCE OF QUALITY IS TIGHTLY TARGETED TO YOUR NEEDS

CanTalk takes a **proactive approach** to call quality, using a combination of call monitoring with immediate feedback through floor supervisors, training operators and the Service Quality Department to guarantee you the best quality of service. Calls are monitored in real time by quality-supervisors, and any difficulties which may emerge are handled immediately.

Scores for each call are tracked and continuous improvement teams review process and track success, as well as upgrading the performance standards in concert with client requirements.

Because of these quality management measures, CanTalk responds quickly to your changing needs and provides you with service excellence and immediate response.

## BETTER MANAGEMENT MEANS BETTER RESULTS

CanTalk invests much time in actively listening and understanding your needs. Our teams can propose innovative business solutions, accommodating business requirements on marketing and engineering levels.

These proposals can include provision for customized reports and billable Call Detail Reports to provide an itemized customer service history.

Which language is required most often? Is that language required more often during a specific time of the day, the week or the month? CanTalk tracks this information for you.

CanTalk's database tracks over 35 customer-specific call details and content for marketing and/or technical purposes, providing solution-driven services to the wholesale and retail sales business sectors, thus ensuring that you are able to respond to your customer in his or her own language.

## WHAT HAPPENS IF YOUR REQUIREMENTS CHANGE?

CanTalk's services are **tailored to your needs** - tightly controlled and responsive to your current, and inevitably, your changing specifications. When you become a CanTalk client, we carefully develop your program with specialized product design and implementation teams. The assigned teams determine your unique requirements, technology, recruitment and training needs, and then build the service application and infrastructure specific to your business objectives and operating needs.





CanTalk's architecture includes standard voice, data communications and IP technologies. Our engineering team has fully integrated the switch platforms within a WAN/LAN multi-server client application environment. CanTalk has the 7X24X365 technological and management infrastructure needed to meet your demanding requirements.

Our customer management team works for you, adapting and modifying to your platform, as your business evolves. CanTalk's intricate and detailed reporting system means that our company will respond to your current customer requirements and, as your business grows, we will initiate service changes as needed.

### WHERE IN THE WORLD WOULD YOU LIKE TO DO BUSINESS?

CanTalk can help you reach your markets **anywhere in the world**. We operate in association and partnership with major international carriers worldwide. We combine their reach with our value and services to create an incomparable opportunity for you to have global reach.

We provide the interoffice communication links to reach your customers in other countries and develop specialized Customer Relationship Management (CRM) programs.

CanTalk will **help you overcome** virtually any communications barrier between your company and business success.

With CanTalk, you can reach out or be contacted through the power of the internet. Our international network is fully integrated with VOIP to offer Operator Services at the least cost.

Through our International Directory Assistance services, CanTalk will assist you in contacting customers world wide. Our operators are just a few keystrokes away from getting your customer the telephone number of that key contact in another country.

### CANTALK ADDS VALUE YOU REALIZE SAVINGS

CanTalk focuses on delivering value. We capture and analyze **detailed service information**. Where service issues are identified, our expert and responsive personnel quickly implement solutions. CanTalk is able to provide detailed reports of call transactions to assist long distance vendors, or to help wholesale or retail vendors in account adjustments, generating significant savings.

CanTalk provides you with **personal service** and in-house client assistance, including branded client and reseller support services and/or transfer capabilities.

This includes:

- Data recovery and analysis
- IVR voice prompts and support
- Internet applications and fulfillment
- Language consulting and training
- Customer service/help desk
- Crisis management/disaster recovery

As a CanTalk client, this means that the services, which you receive, are focused on your needs - today, tomorrow and into the future.





# Customer Contact Services

CanTalk (Canada) Inc. understands that creating and maintaining an excellent relationship with your customer is a **critical to the success** of your business.

- You need it to stay in touch with the ebb and flow of the changing needs of your customers. You need it to maintain contact with your customers between orders and to precipitate new orders.
- You need it to support your customers during the fulfillment phase and then to provide the ongoing, "I'm with you" between orders and to answer customer questions.

## CANTALK CAN PLAY A UNIQUE ROLE IN YOUR CRM PROGRAM

CanTalk Canada is a telecommunications service and contact centre company. Along with our state-of-the-art network technology, patented workforce management tools, our customer service agents are capable of delivering your message and supporting your customers in the **language of their choice**.

CanTalk offers customized and industry specific language applications on a market-by-market segment, or customer-by-customer basis which can be easily integrated into any client's operation and marketing plans. CanTalk's call centre technology, telco grade equipment, systems

and partnership agreements combine to deliver high quality language services and industry specific applications.

Our representatives deliver services worldwide 24 hours a day, every day of the year.

## THE RIGHT RESOURCES AT THE RIGHT TIME

CanTalk's **patented scheduling and forecasting tools** are unique in the industry and have allowed our clients to elevate their customer fulfillment levels. Using a specially developed scheduling engine, CanTalk can predict inbound call volumes in any language with as much as 97% accuracy.

CanTalk's fiber optic (DS3s) facility is capable of processing millions of calls per month. Our experience and alignment with premier companies such as TeleGlobe International Communications, AT&T, Sprint Canada and Group Telecom gives customers a sophisticated system of support, a highly versatile operating framework and most importantly a global infrastructure.

## SPEAK TO YOUR CUSTOMER IN THEIR LANGUAGE

CanTalk provides the opportunity to incorporate multi-lingual and customer services into call centres. CanTalk delivers both a primary or backup/overflow 24/7 language-enabled service for call centre programs and language requirements.

Languages can be delivered on a conference call basis for centres whose agents may be engaged in ethnic marketing campaigns or to supplement "other" languages not handled by a call centre.

CanTalk also offers full service branded turnkey language services that can be interfaced to an existing call centre service. Call centre services are tailored to suit customer service needs such as billing inquiries, help lines, new product and service introductions, or promotional initiatives.

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## **THE CUSTOMER IS ALWAYS RIGHT**

CanTalk has skilled customer support staff to provide the needed ongoing and personalized attention to your customer. We have proven capabilities when it comes to learning about your customers, making contact with them, selling the product and services, process and providing ongoing service support.

CanTalk also brings the added capability of delivering this service anywhere in the world. Your competitors see language as a market barrier. For CanTalk, language and culture are not barriers into local ethnic or global markets. CanTalk makes it your competitive edge.

CanTalk delivers customer sensitive service in the language of your customer's choice, and in the media of your customer's preference. CanTalk will provide that support over-the-phone, on-line chat, live multi-media, and all in a conferencing format, where it is appropriate.

## **QUALITY MANAGEMENT**

Quality is delivering on what has been designed. CanTalk knows the importance of ensuring that the right service is being delivered. This is achieved by monitoring calls, evaluating results and working with you to adjust your program to achieve your business needs.

## **TRAINING**

CanTalk's customer contact team reviews your prescribed product/service training program, to ensure that we meet your standards of performance. Through continuous automated and personal measurement, as well as customized quality assurance programs, our team studies your data, and supporting information making recommendations which will bring about the the branding and the customer response you want to positively impact your bottom line.

## **COST MANAGEMENT**

CanTalk works hard to manage your CRM costs to a minimum and drive up the value provided. Our patented load management software, allows us to put resources in place exactly as required to meet your service objectives. At the same time we provide our teams with the tools they need to do their job quickly and effectively.

## **REPORTING**

In an effort to respond to both the sales cycle and market management initiatives of your company, market intelligence becomes an important component. As part of our CRM program, we will provide you comprehensive data on our call activities and results. We make this data available to you through your private WEB portal.

Because the data is updated near real time, you will have access to the most current information available.

CanTalk, will also, develop specific structured reports from the data and thereby deliver more valuable information about your market, your customers and the results of your programs. Call us today to find out how we can assist you in building your insight into the markets you serve.

***CanTalk bridges  
the gap with  
understanding.***



# Operator Services

Operator assistance can be a critical element for your customers, but it may not be one of your core business functions. Consider the benefit of letting CanTalk look after the staffing, training, managing, buying and implementation of advanced call technology, and get the competitive edge with our Operator Services portfolio.

- While you focus on your business as a telecom service provider, CanTalk delivers courteous, **highly trained English and multilingual on-demand operator services** to your customers in an average of 4 seconds
- Not only will your customers appreciate this responsiveness, our immediate service means a **higher completion rate, more satisfied callers and improved revenues**
- Your business and customer service model may best fit live operator, automated operator, or a combination of the two. Our attentive customer service representatives can help you make this decision
- Branded operator and billing services ensure that you maintain ownership of your customer, and this customer clearly understands your effort in ensuring his/her satisfaction
- All operator services are available with custom branding and billing for public pay phones, hotels, traditional telecom and cellular service providers.

Remember - operators are a direct link to your customers  
Finally, Operator Services will help you explore new domestic and international business opportunities.

## OPERATOR SERVICES - CUSTOMIZED

You can focus on other important business priorities once you have chosen to take full advantage of the many features of the Operator Services portfolio.

CanTalk provides operator services in 110 languages for telecom providers around the world. Advanced call technology, along with well trained, highly motivated staff deliver reliable quality service 24 hours a day, 365 days a year.

Together, you and CanTalk can build a customized service to meet your customers' needs. Our engineers and customer service analysts will sit down with you to determine exactly what it is that you need, and create a solution. CanTalk will then put your solution into production, so that you can realize your competitive edge quickly.

CanTalk provides:

- Call completion and billing including collect and calling card credit card
- Third party billed
- Automated and live operator
- Person-to-person calling
- General dialing assistance and instructions

- Local, national and international directory assistance
- Rate quotes
- 211 customer service
- ITFS and termination rates
- Multilingual voice prompts
- Revenue assurance programs
- Calling card operator services.

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## INTERNATIONAL APPLICATIONS

CanTalk's complete range of services and competitive rate structures allow international telecom providers to deliver exceptional quality immediate service to their customers. We are equipped to meet the demanding service requirements of international business clients, while ensuring, through cost-effective pricing, that the service provided is affordable to the end user.

## DOMESTIC MARKETS

CanTalk provides operator services to both North America and the Caribbean, as well as a full range of custom branded operator services, and carriage at very affordable rates.

Domestic operator services are available to resellers, telecom operators, wireless service providers, pay phone operators, as well as larger businesses and government services.

Billing is available on most major credit cards - VISA, MasterCard, American Express and Diner's Club, US issued calling cards or collect to Canada and the US. CanTalk offers collect and third party, as well as account billing.

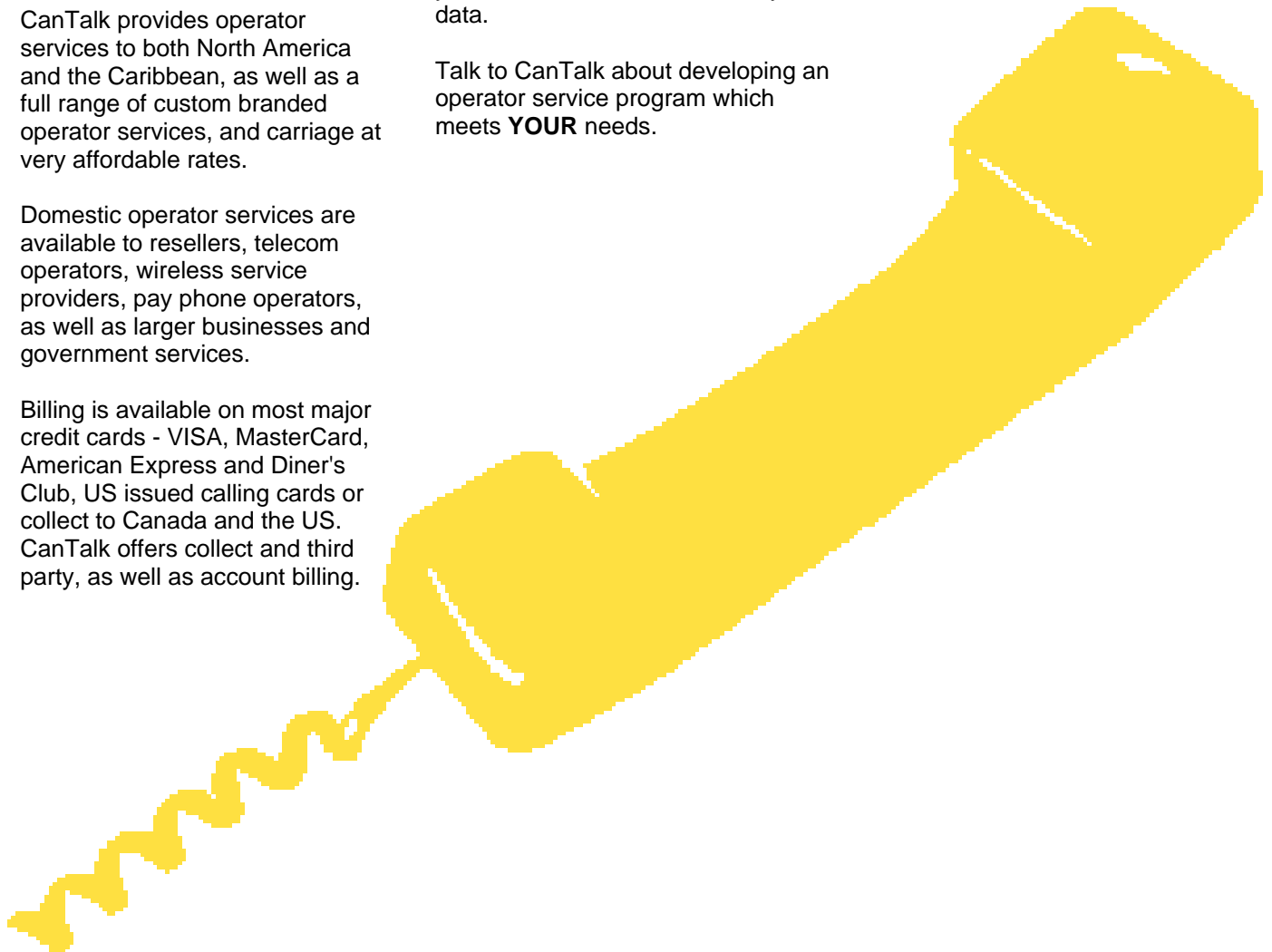
## REVENUE ASSURANCE

CanTalk is pleased to introduce a new revenue assurance program for collect, third party and credit card billed calls. In conjunction with a number of third party services, we can now perform a custom risk analysis before a call, and complete only those which pass your unique thresholds. The result is that you will reduce unnecessary costs, and increase your profits.

## CUSTOMIZED REPORTS

CanTalk will provide you with custom internet based reports, for access to your individualized call inventory data.

Talk to CanTalk about developing an operator service program which meets **YOUR** needs.





# Telecom Billing and Collection Services

CanTalk offers telecom service providers a full range of billing services including:

- Credit Card (Visa, MasterCard, American Express, and Diners Club)
- Collect Call
- Third Party
- Calling Card
- Institutional rebilling.

We provide a complete solution set. You do not have to cobble together and manage a customer service function here and a software package there.

You can pay attention to the core issues of your business, while CanTalk sets to work and takes care of the billing and collections function. With our experience, we are able to ensure that a maximum number of calls are completed with a minimum of uncollectables we provide rapid, accurate billing so that you have satisfied customers and get your money quickly.

## FLEXIBLE RATE STRUCTURES

CanTalk makes it easy for your customer and for you, with our very flexible approach to rates. We know that each business has its own market niche, and needs to structure costs in a manner that suits its particular business situation. Call us and we will develop a pricing structure customized to meet your needs.

## FAST IMPLEMENTATION

The market waits for no one, and we at CanTalk will work directly with you to rapidly design and implement a collection service with the features you need. Generally, we have new customers up and in service within one week!

## REVENUE SHARING

CanTalk recognizes that businesses are looking for every possible revenue source to improve their bottom line results. We offer the opportunity to drive up your bottom line by increasing your top line with no increase in expenses. Call us now to explore the opportunity.

## RECEIVABLES

Receivables are an asset group that while good, are not as good as money in your bank account. CanTalk has taken the time to put together a plan that maximizes the velocity of receivables into your company's accounts. In addition we shrink the holdback for uncollectables as our experience working with you increases and we come to better understand your market.

## REPORTING AND RECONCILIATION

Information dates quickly, therefore CanTalk makes call information available to its clients via a WEB interface. We will construct a private and secure portal for you, so that you have up-to-the-minute access to the information about your call inventory – from just created through to final reconciliation and settlement. You will know exactly where you are at with CanTalk's sophisticated reporting and reconciliation system.

CanTalk has prepared standard reports that you can download, with all of your call inventory data for further analysis and archiving. In addition CanTalk will work with you to develop customized reports that will meet the unique needs of your business.

## TELECOM REBILLING

CanTalk is equipped to provide you with rebilling services if you are purchasing long distance services in bulk from a long distance carrier, and wish to rebill. Branded communications, prompt, accurate billing, up-to-the-minute stats and reports, and flexible payment options are all features of CanTalk's rebilling services.

**You can see a sample of the  
billing and reporting at  
[NACallMatrix.com](http://NACallMatrix.com).**



# Language Services

While people from other ethnicities may speak English, they likely do not think in English. People live and think in their native language. If you want to communicate with people of other ethnicities and have them truly relate to your products or services, you must speak the language - their language.

CanTalk is the first Canadian company to offer and market ON DEMAND comprehensive language and cultural services to the business community.

## WHY CANTALK?

CanTalk is an immediate, timely and affordable response to removing language and cultural barriers, and increasing your revenue potential.

Millions of dollars in sales are being lost every day because language barriers get in the way of potential customers, both nationally and internationally. In today's global marketplace - just getting by is no longer good enough - you have to be accurate and fast - to stay ahead of the competition.

If you want to develop loyalties and keep a productive business relationship, you should be prepared to speak in the business language of your customer's choice. The needs of those whose mother tongue is not English are the same as everyone else's and therefore represent a real

marketing opportunity. CanTalk can remove the language barrier between you and these customers instantly with its language services portfolio.

## CORE SERVICES

- Interpretation (oral) over the phone, immediate or pre-booked, with professional interpreters
- Translation (written) by fax or electronic means with a guaranteed quick turnaround
- Telemarketing services in your language(s) of choice
- Telecom operator services in-language.

## BENEFITS

Discover new business opportunities!

- CanTalk helps to extend, expand and keep your customer base
- CanTalk adds value to any service you currently offer
- CanTalk builds new relationships and creates goodwill
- CanTalk provides equitable and easy access to your products and services
- CanTalk personalizes selling – you can connect, and directly market your services to your customers.

## WHO CAN BENEFIT?

Businesses and organizations who make overseas calls, market internationally and want to extend their customer base can all benefit from CanTalk's extensive range of language services. Companies and organizations who receive, and make calls to a ethnically diverse mix of customers, region by region or worldwide can also dramatically extend their customer base.

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Following are a few specific applications:

- The tourism and travel industry who market Canadian or US tours, and make arrangements for people from overseas to visit
- Financial institutions with clients who need detailed financial information in other languages
- Call centres who need to service an ethnically diverse customer base
- Journalists seeking information from around the world
- Marketing managers with export/import companies
- All levels of government, particularly public inquiry lines and services which are provided to the general public
- Hospitals in the provision of health care to their broad range of patients
- Police and public transit who deal with the general public every day
- Real estate firms who serve a consumer base that goes deep into ethnic communities
- Retail stores and their ethnically-based consumer groups
- Elected officials with special information needs for a multi-ethnic constituency
- Home based, small and medium-sized businesses who are looking for new opportunities internationally.

### **CANTALK IS CONVENIENT, ACCURATE AND AFFORDABLE**

- All that you need is a phone, fax or e-mail
- CanTalk provides you with certified Canadian interpreters

- and translators who understand the nuances of language and culture
- Your business and technical requirements are matched to CanTalk's industry specific specialists
- The CanTalk Code of Ethics assures confidentiality
- When calling overseas, generally-speaking it's the cost of a business lunch
- You pay only for the time you use.

### **CANTALK SAVES TIME AND MONEY**

- Most businesses do not have the time to search for a qualified translator or interpreter
- CanTalk provides IMMEDIATE language services. As a client of CanTalk, dial your assigned toll-free number, provide our live language service facilitator with your CIN number, make your language request and you will be connected to an interpreter
- As a CanTalk member you can also pre-book an interpreter to assist in an upcoming meeting or conference call
- Businesses can expect to spend a fraction of the cost of a business trip, and have language service at their fingertips.

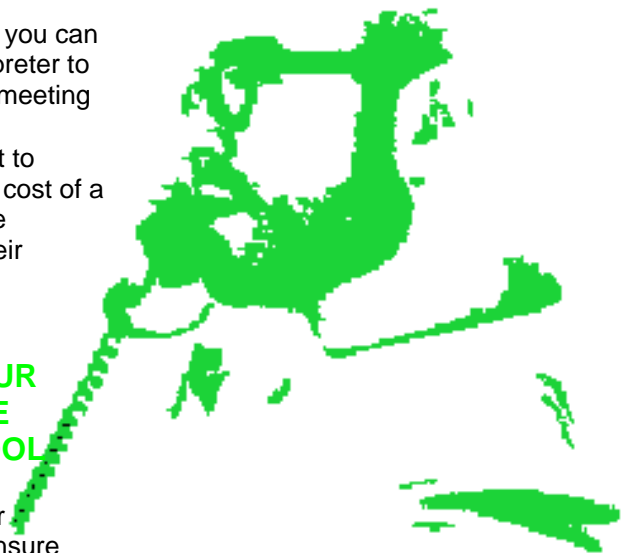
### **CANTALK - YOUR AFFORDABLE MARKETING TOOL**

- Use CanTalk's 24-hour language mailbox to ensure that your customers from almost anywhere in the world can access your services or products at any time

- Provide language passport cards to your customers so they can maintain contact without language barriers
- Use CanTalk when you want to - as often as you need to
- CanTalk offers competitive rates for every service
- There is North American coverage with a single flat rate per minute
- There are no hidden set-up fees or long-distance charges
- Additional advantage rates are offered for overseas calls.

### **CUSTOM TAILORED FOR THE CUSTOMER**

CanTalk can custom tailor YOUR services to meet your specific customer needs. CanTalk has industry specialists who know your business lingo and will design and deliver a service that meets your needs - exactly.





# Calling Card Services

CanTalk offers customized calling card products to meet corporate needs, and blend business and language requirements on a single card. CanTalk supports all of its card products with 24/7 live operator and service in your language(s) of choice.

## KEY FEATURES

The key features of the CanTalk calling card are:

- Corporate customization
- Card products tailored to your market needs (ask us about CheepTalk(c))
- Global access
- Customized usage reporting
- Competitive rates
- Access to added value services including - immediate on line interpretation; voice mailboxes; customer Call Me cards.

CanTalk gives you access to any number of calling card products and turnkey solutions. Access to the complete CanTalk card advantage as quick and easy as a phone call. For competitive rates for long distance, immediate language assistance for your staff or your customers, or a fully customized card program, call us. Our card products can eliminate your barriers to global success, and build bridges to new markets.

## CANTALK CARD PROGRAMS - ARE AFFORDABLE

As a reseller, you will be competitive and profitable with our attractive card products. As a corporate client, you will shrink your telecom costs, and improve accountability by providing your field forces and customers with the use one of your calling cards.

## BRANDED

Why not create a calling card to your specifications, with rates structured to meet your needs, and with substantial margins built in? Our business is the service, yours is the marketing! We will brand your calling card, ship it, operate it and send you the proceeds. All that is left for you to do is to market your card into the market you know best. CanTalk provides exceptionally competitive rates for its private branded card products. Call us today about your needs.

## FULFILLING THE CORPORATE NEED

So you are looking to reduce your long distance costs of your sales and field operations teams?

On behalf of your company, CanTalk will create a corporate calling card for your staff. Whether they travel between local

countries, or around the globe, they can be in-touch affordably and quickly with a private label calling card.

CanTalk has an excellent program for reporting billings to privately branded cards, giving you the opportunity to tightly manage the use of these cards and ensure that your company receives the intended payback. We provide regular monthly billings and on line reporting detailing up-to-the-minute usage information down to the individual card level.

**Now that is service!**

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## LANGUAGE SERVICES GIVE YOU - THE EDGE

Ask yourself. With business continuing to move towards global trade, how much of the market are you missing because you do not speak the language(s)? If your market is local, how much could your revenues grow if you spoke the language(s) of your many ethnic communities?

Give yourself the edge by using CanTalk's language services in combination with its card product. It will provide you with capabilities that your competitors can only dream of. Call today and we will sign you up for the CanTalk Card Advantage.

## CANTALK CARD PRODUCTS

Consider the following for your Market needs:

### \* CALL ME NOW!

Make it easy for your global customers to contact you, and don't worry about which languages they speak. CanTalk will empower your customer with a custom private label client gold Call Me card. Give it to your customers, so that they have an easy and economical way of getting in touch and placing that important order, or resolving the question about the suitability of your great products.

We will manage the call and get it to you quickly and effectively, complete with language services. Customers

call you outside regular hours and you miss the order? NEVER with CanTalk. We answer your customer calls 24 hours a day, 7 days a week, year around. Call us now!

### \* CLASSIC CANADA

This is a pre-pay calling card providing attractive rates for making long distance calls from around the world.

### \* CHEEPTALK

Another CanTalk product. CheepTalk is a consumer line of pre-pay cards targeted for consumers looking for simplicity, convenience and economy for calls within North America.

### \* VOYAGEUR LANGUAGE PASSPORT

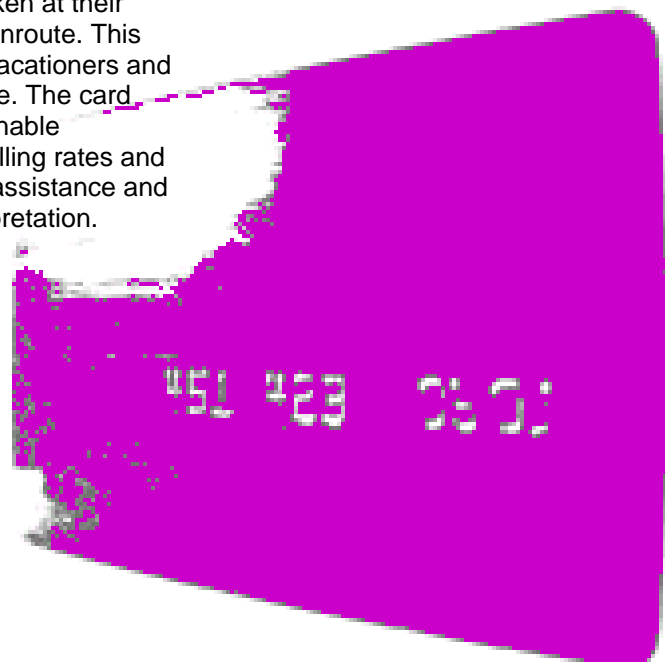
This pre-pay card product can serve international travelers who have concerns about the languages spoken at their destination or enroute. This includes both vacationers and business people. The card supports reasonable international calling rates and instant on line assistance and language interpretation.

### \* ETHNIC CANTALK

This specialty group of card products for use by people within specific ethnic communities, with particular emphasis on recent immigrants. While focused on international long distance, it also affords the user the security of accessing an operator in the language of their choice for call completion assistance, should it be required.

### \* SPECIAL EVENT

A card group is issued for specific major events including large city festivals, holidays and sporting spectacles. Produced with appropriate graphics, it is certain to become a souvenir item.





# International Long Distance Resale

## MARKET OPPORTUNITY

How do you respond to the raucous telecom marketplace? You deliver the right product.

Telecommunications is a competitive and energetic market full of new products being delivered by new players, and CanTalk offers terrific opportunities for those who are prepared to deliver the right product into the right market. CanTalk can help you compete effectively in the intense environment that defines the long distance industry.

Our objective is to make you a success.

## LEVERAGE CANTALK'S EXPERIENCE AND EXPERTISE

CanTalk's complete portfolio of language services, operator services, and telecom billing is guaranteed to serve your customers well. In the wider marketplace, you may also wish to consider representing CanTalk's comprehensive portfolio of products and so become even better equipped to present your customers with a complete solution.

## BEING SUCCESSFUL

CanTalk provides you, as an agent or reseller, with the product portfolio, and close support to

make you a success in your target market, whatever the mix of products you choose to offer.

Along with the traditional TDM based services, CanTalk has recognized the irresistible move towards products that leverage the internet. Why not do it now, as the resale industry is starting to mature? You could be well positioned as intense competition and consolidation take hold.

A look at the CanTalk circle of value will help you understand, whatever your product offering your success is based on a solid foundation of customer satisfaction.

Satisfied customers mean customers who use and reuse the service, and purchase even more of it, as their business grows and their level of satisfaction increases.

It is a rule of thumb in business, and a Golden Rule at CanTalk - that it is always more profitable to keep a customer, than it is to continually have to acquire new ones.

For new entrants, CanTalk can help you understand the resale business by assisting you with the development of a complete financial analysis and business case for long-distance resale.

We can also provide professional, seasoned and proven assistance with your customers' marketing programs for the rollout and

further development of their long-distance operations.

Contact us today about representing CanTalk's services to your customers in your marketplace.

## CanTalk (Canada) Inc.

### Address

400-136 Market Avenue  
Winnipeg, Manitoba  
Canada R3B 0P4

### Telephone

1-800-480-9686

### Customer Administration

1-204-982-1245

### Facsimile

1-204-982-1244  
1-800-690-1116

### e-Mail

cantalk@cantalk.com

### Internet Address

<http://www.cantalk.com>



## PRODUCT GROUPS

CanTalk brings you a comprehensive portfolio of value-added products and services. They include:

- TDM International Long Distance
- VOIP Technology International Long Distance
- Language services
- Calling Card Services
- International and North American
- Directory Assistance
- Telecom Billing
- CRM Call Center inbound and outbound

## AVAILABILITY

CanTalk can get you into business quickly and successfully. After all, the sooner you are in the market with product, the sooner your profits come in.

CanTalk has partnered with world-class carriers to ensure that we can get you the product you need worldwide. Our implementation cycles are often measured in hours; you will appreciate the CanTalk difference.

## COMMISSIONS

We are all in business to realize profits and CanTalk wants you to realize attractive profits in your market. We offer excellent commission structures for the services we provide.

CanTalk is able to price product according to the norms of the market. If you can market a service at a larger margin, we want you to realize the profit, we want you to benefit from selling value over price. Talk to us today.

## NEXT STEPS

If you feel working with CanTalk is of interest to you, and you would like to take the next step in becoming a reseller of CanTalk services, or a commissioned agent of CanTalk, call us and together we will explore the opportunities in your marketplace.

Be assured that the information we share is held in the strictest of confidence, and will not be communicated to any party or business outside CanTalk





# Directory Assistance

## MARKET OPPORTUNITY

In today's telecom market, two keys to success are complete solutions and high value. CanTalk's Directory Assistance Services allow you to market a high value – high margin product, while satisfying your customers' needs with an integrated service solution set.

## BEING SUCCESSFUL

You must be certain that the Directory Assistance you provide your customer is the best available, and CanTalk is available nationally and internationally – with CanTalk Directory Assistance Service.

This new, premium quality, service gives your customers access to more than 120 million national listings and even more international listings. Daily updates deliver high accuracy, equal to the best in the industry, and customer friendly automated systems make finding the right listing quick and easy.

When your customers need that little extra bit of help, CanTalk is there, representing your brand to your customers, at a price that you will find affordable.

## THE INTERNATIONAL LISTINGS DATABASE

With CanTalk International Directory Assistance Service, your customers can tap into one of the most up-to-date listing databases available. Our database is accurate and frequently updated, thereby assuring you the highest call completion rates.

## ENHANCE CUSTOMER SATISFACTION WITH COURTEOUS OPERATORS

Each one of CanTalk's operators undergoes extensive training to ensure courtesy, accuracy and efficiency. The average response of CanTalk's operators is 4 seconds or less. Continuous quality monitoring and operator incentives further enhance our operator assistance.

## TAKE ADVANTAGE OF OUR NETWORK CAPACITY

CanTalk's advanced network processes and redundant network virtually eliminates downtime, and our innovative database design accelerates listing searches.

Voice recognition adds even more speed. Furthermore, CanTalk technology provides you with customized branding options, as well as reverse search capabilities.

## GAIN A TRULY DEDICATED DIRECTORY ASSISTANCE PARTNER

CanTalk delivers quality and consistent service to your customers. With CanTalk's International Directory Assistance service, you get a dedicated and integrated team with a single point of contact to meet your needs, at competitive prices.

### CanTalk (Canada) Inc.

#### Address

400-136 Market Avenue  
Winnipeg, Manitoba  
Canada R3B 0P4

#### Telephone

1-800-480-9686

#### Customer Administration

1-204-982-1245

#### Facsimile

1-204-982-1244  
1-800-690-1116

#### e-Mail

[cantalk@cantalk.com](mailto:cantalk@cantalk.com)

#### Internet Address

<http://www.cantalk.com>

## Appendix A: Language List

Languages supported may change without notice. CanTalk is always increasing its available language database. PLEASE NOTE: that not all languages are available for all services.

### Romance Languages

Creole  
Flemish  
French  
Italian  
Latin  
Moldavian  
Portuguese  
Romanian  
Spanish  
Veneto

### Germanic Languages

Danish  
Dutch  
English  
Flemish  
Frisian  
Low German  
German  
Icelandic  
Norwegian  
Swedish  
Yiddish

### Slavic Languages

Albanian  
Armenian  
Belorussian  
Bosnian  
Bulgarian  
Croatian  
Czech  
Estonian  
Latvian  
Lithuanian  
Macedonian  
Polish  
Russian  
Serbian  
Serbo-Croatian  
Slovak  
Slovenian  
Ukrainian

### Other European Languages

Finnish  
Greek  
Hungarian

### African Languages

Amharic  
Afrikaans  
Dinka  
Fante  
Foar  
Kakwa  
Kikongo  
Lugbara  
Oromo  
Somali  
Swahili  
Tigrinya  
Twi/Asante  
Yoruba  
Zulu

### Middle Eastern Languages

Afghani  
Arabic  
Azerbaijani/Azeri  
Dari  
Farsi  
Hebrew  
Kurdish  
Turkish

### East Indian Languages

Gujarati  
Hindi  
Nepali  
Pashto  
Punjabi  
Sindhi  
Sinhala  
Tamil  
Urdu

### Asian Languages

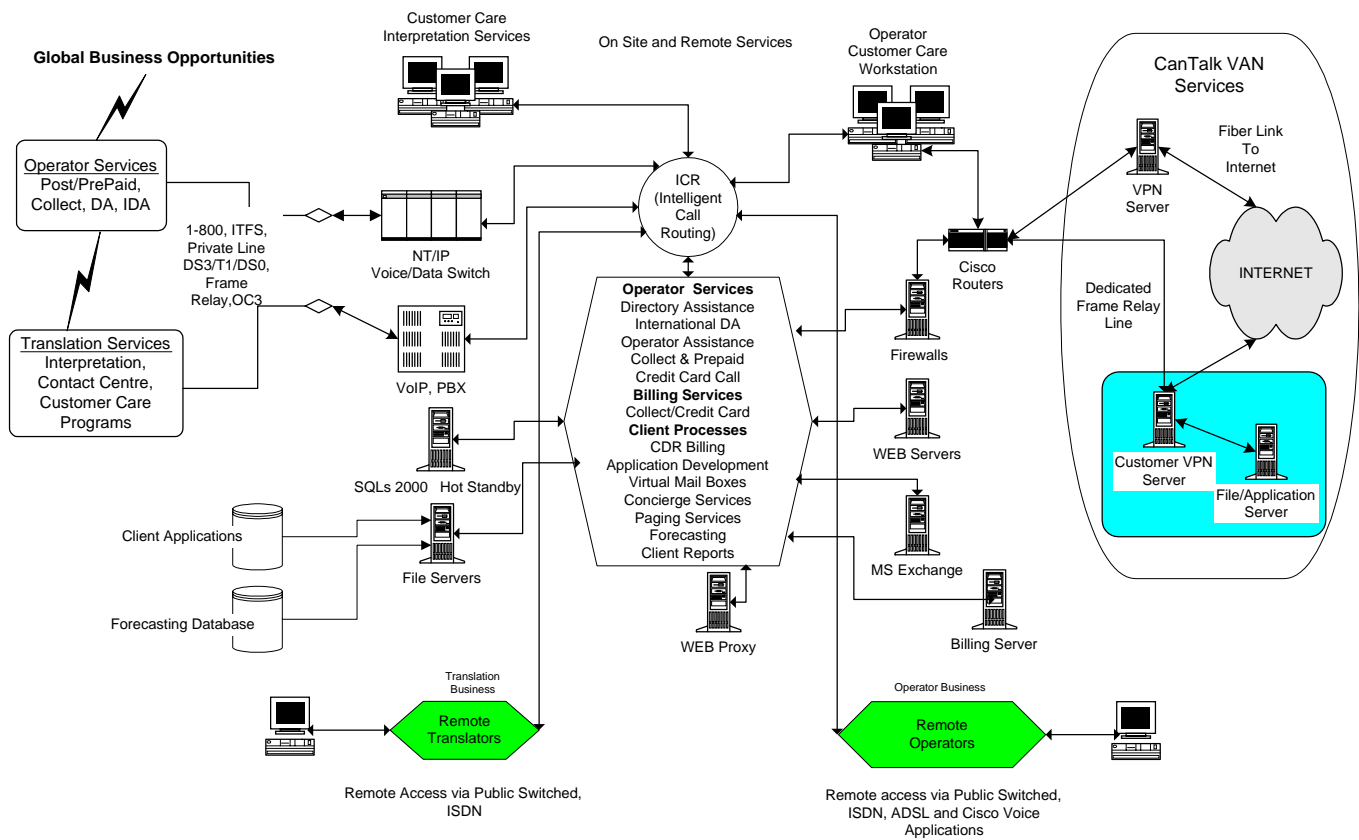
Bengali  
Bicol  
Cantonese  
Cebuano  
Formosan  
Fuchownese  
Hakka  
Ilocano  
Indonesian  
Japanese  
Khmer  
Korean  
Lao  
Malay  
Mandarin  
Min Nan  
Shanghanese  
Tagalog  
Taiwanese  
Thai  
Vietnamese

### North American Aboriginal

Algonquian  
Amerindian  
Carrier  
Chilcotin  
Cree  
Dakota  
Inuktitut  
Nootka  
Northern Slavey  
Ojibway  
Oji-Cree  
Salish  
Salteaux  
Slavey  
Swampy Cree  
Tsimshian  
Wakaskan

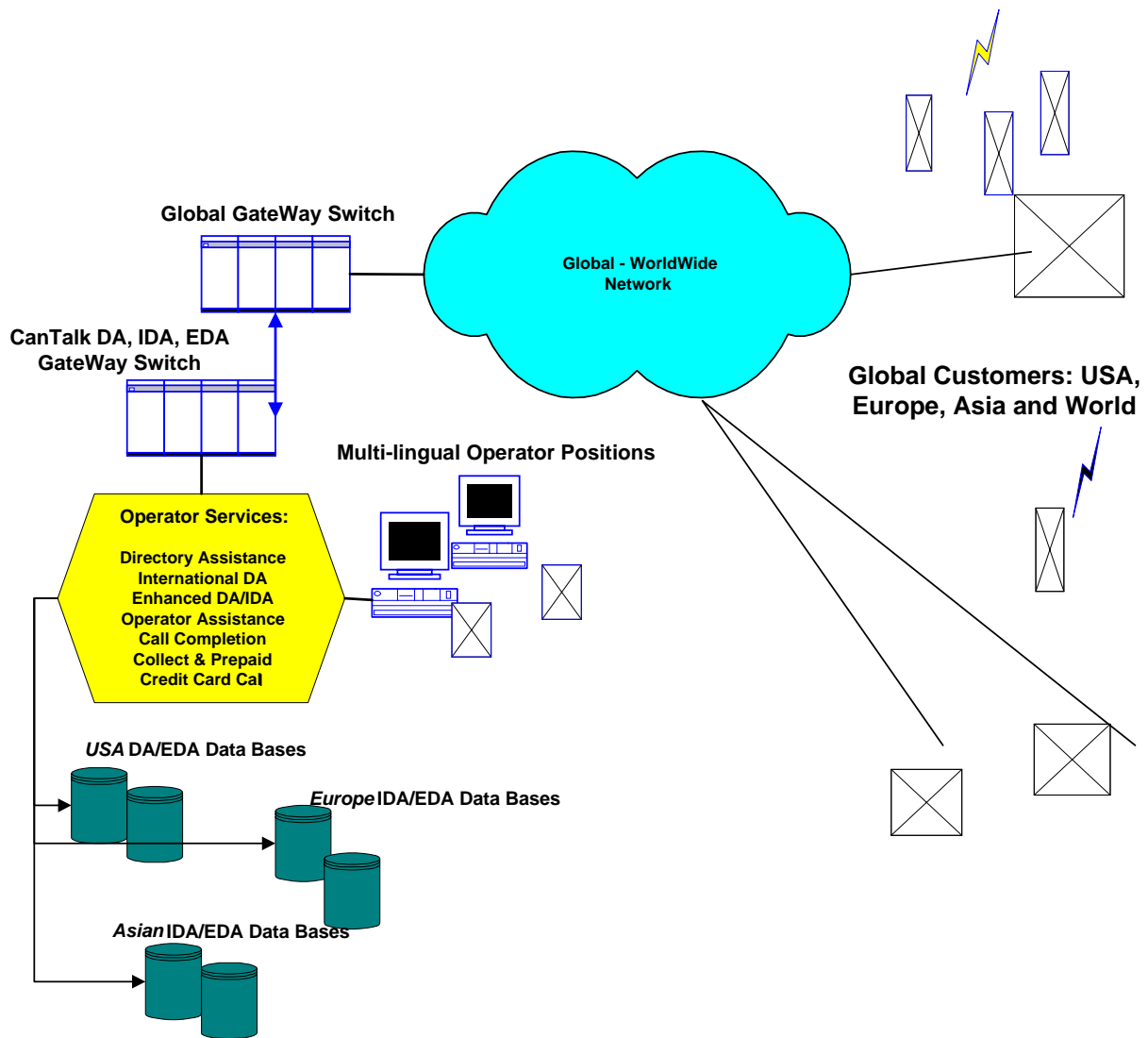
# Appendix B: Service Connectivity Overview

## CanTalk (Canada) Inc.



CanTalk Canada Inc. Proprietary and Confidential  
April 2002

# Appendix C: Directory Assistance Overview



CanTalk Canada Inc. Confidential and Proprietary April 2002

DA,IDA and EDA: are  
 Directory Assistance  
 International Directory Assistance  
 and Enhanced Directory Assistance

## Appendix D: Telecom Revenue Assurance

### The Issue:

Telecommunications is an attractive target for fraudsters. In terms of volume, it is now measured in the billions world wide. Some service providers are being hit with fraudulent requests for service of over 85%. The victims of the crime include carriers, value add service providers, marketers, billing companies and most importantly, consumers. CanTalk has developed the needed alliances and management strategies to mitigate fraud and thereby avoid lost revenues, wasted investment, and annoyed customers.

### Strategy:

A serious problem requires a strategy and the CanTalk strategy is to make the perpetration of fraud expensive and inconvenient to fraudsters. We believe that by stopping a single fraudulent transaction, we will prevent many more attempts. We have implemented a four step assessment and authentication process for each call **prior** to completion.

Subsequent to each call, CanTalk's systems stay with the call through the collection process and when there is a problem, CanTalk updates the database for the next time.

### Telecom is Different:

All of this process is wrapped in a proprietary fraud detection and management system and software (**FDMS**), designed specifically for the telecom market. It is a learning program, which seek out and identifies unusual and suspicious call patterns and provides filters with the data to block the "offered" fraudulent call.

### Features:

Some of the features of the CanTalk approach include:

- Comprehensive four step fraud filter
- Dynamic real time assessment and testing of every call
- Post completion monitoring and receivable management
- On line web reporting for call and collection results
- Use of international multi merchant database for credit card calls
- Use of industry supported invalid billing number database for Collect, third party and P to P calls
- Full availability of call detail records
- Call and billing number caps
- Telecom fraud management expertise and experience.

### Benefits:

Your benefits from the features of the CanTalk billing and collection fraud management solution can include:

- Immediate information on your success through the web reporting solution
- Current data on receivables
- Accurate data on the quality of your sales channels
- Reduced risks from uncollectables
- Rapid identification of increases in fraud attempts
- Lower fraud control costs
- Higher return on your investment in sales and marketing.

### Revenue Assurance Management

