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Ark Teleservices is a national teleservices corporation based in Long Island, New York & Boca Raton, FL with 14 years of experience in our industry. We provide service to large and small companies by implementing telemarketing programs on a local and national level. Ark Teleservices works closely with magazine publishers to conduct a variety of circulation related programs.



Mission Statement

We began our call center with one computer and one phone. Thanks to hard work, effort and the desire to do an excellent job for our clients, our call center and our business has grown tremendously. Through the years one principle has always remained the same, our dedication to quality and performance.

We employ a staff of professionally trained telemarketers and experienced supervisors to act as an extension of the publisher. We work hard to present a positive image for your company by setting high standards for customer service and professional ethics. Ark Teleservices relies on skilled sales people to provide "quality" sales rather than the traditional "numbers" type selling. Our #1 priority is giving you quality results and service. "Our mission is to boost circulation, promote positive public relations and generate profit for our clients".

Our Commitment

By developing a strong organization and system, Ark Teleservices has brought the cost of telemarketing down. While other telemarketing companies continue to raise their rates, Ark Teleservices continues to control costs, keep fees low and underbid our competition. Ark Teleservices is committed to the profitability of every account we manage.

Quality control

We are a highly focused group of managers. We train our operators to achieve the maximum results for our publishers. When we get a job we do it and complete it with quality and accuracy. Below are highlights of how Ark TeleServices gets the job done.

- We monitor every other call to make sure that the interviewer is conducting the survey correctly.
- Our agents are polite, warm, and always have a smile in their voice. They are taught to develop during the interview a warm relationship with the person being interviewed. The agent always represents the publication.
- All our data is checked for accuracy. We are very proud of our IT department and the data that is sent to the publisher. Data quality is always accurate and delivered to the publisher on time and in the proper format.
- Once the interview is finished, it is reviewed by our quality control team. Again the information must be perfect.
- We generate reports in real time and are able to supply to the publisher reports on the fly.
- Every publication and project is different and requires different scripting and different call times. We are able to monitor interviews based on area code, zip code, and time zone.
- At Ark TeleServices the trade publication industry is our business. We are great at building circulation "This is what we do best". So if you need to build your circulation and want to maximize your subscription list, call us.



Circulation Management

Facilities & Customer service Overview

Ark TeleServices employs 80 agents at its 6,000 sq. ft. facility in Long Island, NY. Ark TeleServices' call center utilizes state of the art computer telephony integration ("CTI") technology. All operators have CTI screen pops for faster customer service and order entry. Screen pops is a system that takes incoming call and "pops" the correct form on the computer screen. This system works in tandem with the Whisper Technology enabled by the ACD. Currently, Ark Teleservices has the ability to handle and track over 60,000 orders a month with the Fujitsu 9600 Switch.

Superior customer service is a critical component of Ark TeleService's overall current and future success. The company has invested in and developed scalable, proprietary system, which provide the entire necessary customer interface features. The following are the key elements of Ark TeleServices customer service features:

CSR's are able to track and enter all orders on CTI Screen pops

Online support real-time instant messaging

Whisper technology

Voice Messaging

Ark TeleServices utilizes voice messaging in conjunction with renewal wrappers that help achieve an increase of 8 to 12 percent on subscription renewals. This technology has been perfected by our IT department and becomes part of the overall telemarketing campaign. It is cost effective and a strong proven performer for the publishers we work with. Our NT systems are able to reach 50,000 – 100,000 subscribers in a 24 hour period for just pennies on the dollar. Once again Ark TeleServices is on the cutting edge of technology. “We love this stuff!”

Visit our demonstration site at the following address, you’ll be impressed.
<http://www.arkteleservices.com/demonstration.html>

Clients List

Advanstar Communications



Primedia



New York Daily News



Penton



Chicago Sun-Times



Ziff Davis



CMP



Key Publishing



Corry Publishing



Jobson



Outbound Lead Acquisition

"I'd like to thank you and your staff at Ark Teleservices for the great job you've been doing subscription telemarketing for our family of Herald Community Newspaper. Because you act politely regardless of the outcome of the solicitation. The very low level of subscriber complaints we have received is testimony to the courtesy and professionalism of your staff. Thank you again."

Technology



- Mail Order Wizard
- Custom Designed On-Line Interactive
- Order Entry
- ASP-Driven SQL Database Access
- Professional Inbound PI-2000 System
- eShare Technologies On-Line Live
- Customer Service
- AnswerPlay Automated Voice Recording For Outbound Telemarketing



- Fujitsu 9600 Series Switch
- Intellicenter Automated Call Monitoring & Distribution
- Intelligent Call Routing w/ Whisper Technology
- Pentium IV Class Servers w/ RAID Redundancy
- Pentium II Class Workstations w/ Windows Operating System
- Intelligent Login & Customer Service
- Representative Monitoring
- Sundial Technologies Predictive Dialer & Servers



- Our primary vendor is Global Crossing with backup services managed by CoVista.
- **Internet-Enabled Agents:** All CSRs have workstations that are web-enabled with email and chat capabilities through eShare technology.

**New York Call Center
Kenneth Alovis**

Vice President of Controlled Circulation

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