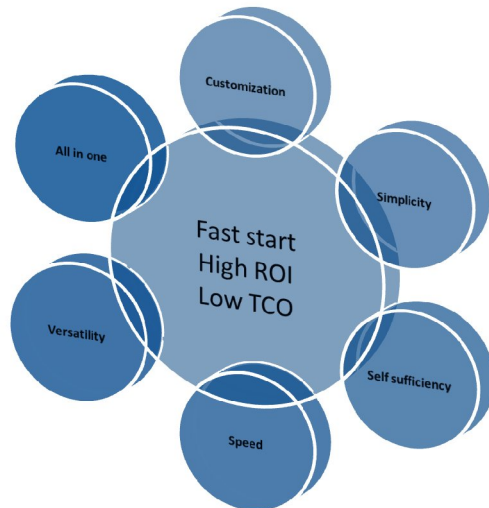


Award winning CRM solutions from apd

360osi[®] - Have your finger on the pulse of customer experience and delivery



WEB BASED

Each **360osi** programme can be individually branded and accessed from any computer and location with an internet connection

REAL-TIME ACCESS

360osi is an online platform available 365/24/7 as a real-time 'always on' system

MULTI-USER CONTROL

Secure login control for multiple users with privilege controlled access rights

SUPPLIER USERS

Suppliers can be granted unique login to view consolidated results of their own customer satisfaction

MULTI-LAYER REPORTING

Reporting by multiple criteria, across unlimited 'Event Types' from the individual customer up to full business consolidation

MULTI-LANGUAGE

Fully configurable for main European, Middle East and Far Eastern languages

apd's unique award winning customer, driver and passenger information programme, measures at source satisfaction levels across a spectrum of outsourced and internal 'touch-points'.

The programme delivers, via its online dashboard, unparalleled feedback on satisfaction levels, and using a set of pre-agreed business rules, measures agreed KPIs to ensure that any dissatisfaction registered can be recorded for later review and through a series of automated e-alerts, remedial actions taken.

Voted the Best New Customer Initiative at the prestigious Fleet News Awards* in March 2009, the **apd 360osi** is the preferred choice, of major vehicle leasing companies, vehicle manufacturers and national airlines looking for a proactive customer-centric programme that links in one system real-time feedback on satisfaction levels, automated alerts, and rapid resolution of dissatisfaction processes (RRDP) that ensure customers receive the correct levels of post experience communication, and supplier management can pin-point weaknesses in service delivery.

* Fleet News Award presented to Zenith Provecta for the use of their **360osi** programme. (www.zenithprovecta.com)

Why **360osi[®]** ?

- **Customisation** - Branded within your corporate guidelines.
- **All in one** - A single integrated platform combines all the features and functionalities needed to action and report on satisfaction levels virtually as they happen, in real-time.
- **Versatility** - A unique configuration is used across each departments' event types, providing a single and holistic view of the business performance.
- **Speed** - Created with the latest technology, on-line modeling, report access, raw data drill down, export for custom queries is rapid and real-time.
- **Self sufficiency** - The programming-free environment empowers customers to rapidly understand their B²C relationships.
- **Simplicity** - A powerful and friendly reporting environment minimizes training time and maximizes individual productivity.

Fleet News Awards

The judges were impressed with how

*the Zenith **360osi** system provides an independently audited measurement of customer satisfaction and prompts an immediate response to any problems the instant they arise.*

"Everybody aims and strives for great customer service, but Zenith Provecta achieves it," said one judge, "it is excellent and instantaneous".

Full release can be viewed at www.apd-group.com



DYNAMIC CHARTING

Latest technology delivers powerful real-time charting based on actual live data

DRILL DOWN

Access all data behind each chart simply by clicking on any of the active hotspots within the chart to drill down

EXPORT DATA

Create exports of the charts or tabular format data sections into other applications for your own customised reporting needs

CODE RED REPORTING

Customers registering dissatisfaction are reported as code red, giving you instant access to the full details of the issue including the optional call recording playback facility

HELP & SUPPORT

With its own integrated 'Help' application **360osi** is simple to learn and use. However our dedicated support team is available for additional help

Reporting Features

Overall Summary

Year to date and monthly overview of the satisfaction of the different elements contributing to the customer experience

Customer / Supplier Summary

Colour coded response & satisfaction chart by customer or supplier with full drill down to tabular data results

Event Type / Event Owner Summary

Colour coded response & satisfaction chart by event type or event owner with full drill down to tabular data results

Franchise Summary

Colour coded response & satisfaction chart of franchised vs non-franchised with full drill down to tabular data results

Overview Report

Tabular view of response and satisfaction by event type, by score group, with customer & supplier filters

Custom Supplier Response Summary

Create a custom supplier based report

Online Response Summary

Tabular report tracking success of survey submissions via email invitations

Question Analysis Summary

Overall results analysis by individual question

Team Summary

Colour coded response & satisfaction chart by team with full drill down to tabular data results

Supplier Vehicle Delivery

Individual supplier performance report on event type "Vehicle Delivery" for the year to date period

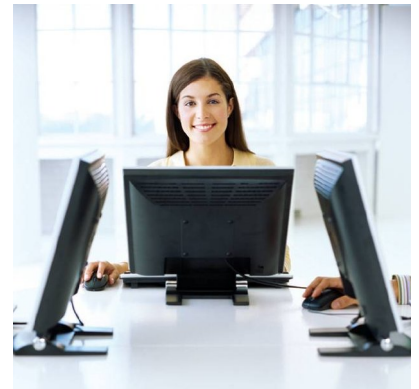
Code Red Review

Tabular analysis of all code reds issues. Log actions, open or close code red items

Where Can I Try 360osi?

A **360osi** demonstration site is available for you to view the cosmetics, functionality and simplicity of a programme which is revolutionising CRM, free of charge for 7 days:

- 1) Visit www.apd-rd.com
- 2) Select Consulting & Research tab on top bar
- 3) Select 360osi tab (left hand side)
- 4) Select **360osi DEMO TRIAL**
- 5) Complete the Registration Form
- 6) Once your registration details have been confirmed, you will be emailed login details to gain full access to the demo trial system, valid for 7 days.



MINIMUM SYSTEM REQUIREMENTS

Microsoft Windows XP / Vista
1Gb RAM
Pentium IV processor
Internet Explorer 7
1meg Internet Connection

FURTHER INFORMATION

Visit our website at:

www.apd-group.com

Contact our sales team on:

01793 441500

Email our support team on:

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