

## Annexed CallMyWay Services Portfolio

The CallMyWay® Service Portfolio is characterized by being extremely dynamic and innovative, the client can enjoy them individually or integrate them accordingly to your specific requirements. Below, we show the logos of the service portfolio and information about its scope, benefits, a business model is provided for each of the services.

We hope this information is of value, and in advance we put at your disposal the support of our consultative and commercial team to apply the scope of our services to your specific requirement. You only need to contact us at: [ventas@callmyway.com](mailto:ventas@callmyway.com) and your trusted commercial advisor will get back with you.



## Telephone Service



We offer local and international call service to all countries and territories in the world at highly competitive rates.

Additionally, through carrier agreements, direct interconnections or own licenses, origination service is offered in more than 60 countries through telephone numbering, either regular or toll-free.

### Service benefits:

Cost reduction: This is a billing model 100% associated with consumption, you should not purchase a minimum package of minutes.

Ease of growth and expansion: By offering services globally, our users have the services they require, provided by a single provider.

Global internal network: All calls between CallMyWay® network operate free of charge.

Modularity of the service: The Internet telephony service can be offered with an unlimited number of channels - simultaneous calls -, without charge for trunks, lines or recurring, unless otherwise indicated.

Unlimited telephone numbering: We offer you a series of telephone numbers so that your staff and office can have direct dialing to extension in all terminals.

### Scope of Service:

For the countries of Costa Rica, Mexico, USA, Canada, Western Europe, the majority of Latin American countries and some of the rest of the world, the following is offered:

- Telephone interconnection to the direct public telephone network using the CallMyWay® service.
- Number portability.
- Telephone service at extremely competitive prices.

# Telephone Cloud Switch®



We offer you the service of a Cloud PBX, rich in functionalities. Our service allows you to save acquisition, operation, updates and obsolescence charges as well as configuration and reconfiguration charges, since by operating in the cloud all these are part of the service offered.

## Benefits of the Service:

- Decrease in your operating and maintenance costs of your telephone switches: Operate in the cloud with a platform of unlimited capacity and high reliability.
- National and international coverage: The extensions can be located anywhere in the country or the world since the service operates over the internet.

## Functionality rich:

- Interconnection with the Public Telephone Network: It is possible to interconnect to the PSTN in two ways, which are not mutually exclusive:

CallMyWay® telephony service in the countries or territories that is offered through an SBC - affordable and simple hardware managed by CallMyWay® - at the sites that require operating with local telephone lines, of any type (analog, E1 or SIP TRUNK) .

- Unlimited geographic extensions and sites: All your extensions and locations can operate with a single dial plan. Allows direct dialing to extension for all users, departments or locations. The extensions can have 2, 3, 4, 5, 6 and 7 digits. 4-digit numbers cannot start with "1".
- IVR or "Interactive Voice Response service: Redirects the call to the extension of interest through pre-recorded messages that guide the interlocutor. Supports various IVR menu options according to the schedule (TOD, Time of Day).
- Recordings for the IVR: For the recordings of the IVRs, CallMyWay® offers its software for converting text to speech (TTS) for the elaboration of the same as part of the configuration service.
- ACD Service "Automatic Call Distribution": All departments can have ACD. Allows calls to be distributed among members of a department.
- Preconfigured Queue Service: It allows that, if there are no collaborators available for an incoming call, the interlocutors can wait as long as necessary to be attended listening to music on hold, pre-configurable.
- Voice Mail: All extensions can have a voice mail (Voice Mail) to which their messages are sent recorded via e-mail.
- "Busy lamp field" service: The operator, or any authorized extension, you will be able to "pull" incoming calls that are not being answered to your extension.
- Redirection of calls "follow me": Users can redirect their calls to a cell phone or other phone in case they are not at their workplace when a call comes in. For this redirection, the call charge applies to the destination to which it was redirected.

## Business model:

Configuration: Charge for configuration according to the number of extensions. It includes:

- A numbering range is provided for selection of the trunk number per customer.
- Account settings and account voicemails.
- Remote customer support in their quality of service configuration process.
  - CallMyWay® offers remote support but customer configures its hardware QoS.
- Prompts Recording using our TTS app.
- Inclusion of voice prompts in the IVR.
- Configuration of:
  - Extensions,
  - Queues, or ACD
  - Other functionalities
- Configuration of the phones purchased from CallMyWay®.

Monthly charge:

- Cloud switch service.
- Free remote support.
- For telephone billing, the corresponding charges apply the corresponding destinations called according to the published rates.
- Free remote reconfigurations once a month.

Additional charges apply, depending on the support scheme offered, if an on-site configuration or more than one remote reconfiguration per month is required.

# IsMyConnect®

## Corporate Telephony on Microsoft Teams



CallMyWay® has developed a series of services and connectors that allow its Microsoft Office 365® application to integrate traditional telephony with its TEAMS terminals. The service is available both from your computer, Smartphones and on dedicated phones.

The Microsoft licensing required is E5 licenses, for all others Microsoft Phone System add-on is required. Microsoft licenses are contracted with the Microsoft Partner of your choice, the IsMyConnect® service is contracted directly with CallMyWay® or through Azure.

## Benefits of the Service:

The service makes it possible to convert any terminal equipment that operates Microsoft TEAMS®, with the appropriate licensing, into a telephone extension of your company, natively and transparently.

For cases in which not all personnel have Microsoft TEAMS® functionality, the CallMyWay® offering allows a hybrid solution in which they can simultaneously and transparently operate SIP extensions, TEAMS extensions or integrate their existing PBX.

## Service features:

National and international calls: From the telephone keyboard of the Teams application it is possible to make calls to any part of the world by dialing the corresponding telephone number, these calls can be made either through the CallMyWay® International calls service at highly competitive rates or by means of the installed SBC at the different customer sites. For calls using the CallMyWay® service, the rates offered apply, for calls using the SBC there is no charge for such calls.

Calls between extensions: From the telephone keyboard of the Teams application it is possible to make calls to the extension number -short number- within the organization to which it belongs.

Advanced features: The Teams terminal is natively integrated into the CallMyWay® Cloud Switch / Central service, allowing you to:

1. Belong to Ring Groups and Queues.
2. Show your status during a call (Free, Busy, Ringing).
3. Call Pick-up: Take calls that are ringing a colleague in the group or that a member of the group takes the calls.
  - o This is achieved through the SCA (Shared Call Appearance) and BLF (Busy Lamp Field) functionalities.
4. Record calls.



5. CDRs: You can know the records of both incoming and outgoing calls (CDRs) as well as the attempts of all users of the system in real time.

### Business model:

Setup: Applies a setup fee per extension.

Monthly payment: Applies an extension charge.

### Interconnection to the PSTN:

It is possible to interconnect to the PSTN in three ways, which are not mutually exclusive:

- CallMyWay® telephone service: Telephone service is offered in the countries or territories that are offered. The Charge that CallMyWay applies for using this interconnection are the quoted charges that apply depending on the destination called.
- Through SBC hardware: it is possible to connect to the PSTN through an SBC –affordable and simple, managed by CallMyWay® - at the sites that require operating with local telephone lines, either analog, E1 or SIP TRUNK.
  - o Configuration: A configuration charge applies for the SBC.
  - o Monthly charge: A monthly charge applies for the service and the SBC.
- Integration with the existing PBX: In the event customer has an existing PBX and cannot or do not want to do eliminate, it is possible to interconnect to the PSTN through this PBX. CallMyWay® does not apply a charge for using this interconnection.

Other charges may apply according to the specific characteristics of the project.

# IsMyPeers®

## Collaboration and Business Productivity



Corporate Collaboration and Productivity Service, so that no matter where you are, or what device you want to use, you will always be in contact whenever you have adequate access to the Internet.

### Benefits of the Service:

Versatility: Operate from an application or from a web interface on your fixed or mobile devices.

Integration with other platforms: Naturally with the CallMyWay® Cloud Central.

Collaboration: Allows for collaborative sessions through: regular telephone calls, audio conferences, video calls, video conferences, desktop sharing and internal chat.

Extensive reporting: Supported by the CallMyWay® Cloud Central reporting.

National and international calls: From the telephone keypad of the Peers application it is allowed to make calls to any part of the world by dialing the corresponding telephone number, these calls can be made either through the CallMyWay® International calls service at highly competitive rates or by means of the mediator teams that have been installed in the different customer sites. For calls using the CallMyWay® service, the rates offered apply, for calls using the CallMyWay® SBC there is no charge for such calls.

Calls between extensions: From the telephone keypad of the Peers application it is allowed to make calls to the extension number –short number- within the organization to which it belongs.

### IsMyPeers® functionalities:

- Telephony:
  1. Individual or group call
  2. Call transfer
  3. Operator's Phone
  4. Follow me
  5. Integration to Central in the Cloud
  6. Integration to CallMyWay® reporting
  7. Call recording
  8. Pricing
- Video call
- Videoconference
- Collaborative work
  1. Desktop Sharing
  2. Group and individual chat
  3. Integration with Google Contacts, Google Calendar, and Google Drive
- Mobility
- Application for mobile platforms and Windows PC
- Safety
  1. Encrypted communication

## Business model:

- Activation Fee: Per user.
- Charge / Monthly: Per user.

Plus the telephone traffic actually dialed according to the Interconnection option to the PSTN as indicated below.

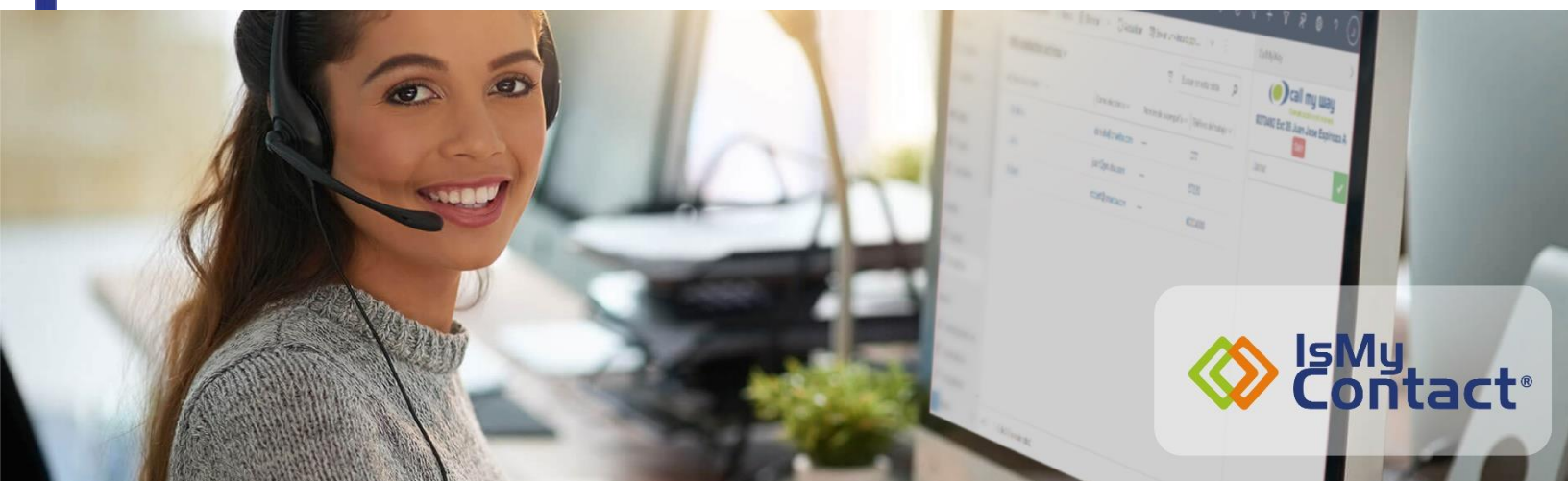
## Interconnection to the PSTN:

It is possible to interconnect to the PSTN in three ways, which are not mutually exclusive:

- CallMyWay® telephone service: Telephone service is offered in the countries or territories that are offered. The Charge that CallMyWay applies for using this interconnection are the quoted charges that apply depending on the destination called.
- Through SBC: it is possible to connect to the PSTN through and SBC –affordable and simple, managed by CallMyWay® - at the sites that require operating with local telephone lines, either analog, E1 or SIP TRUNK.
  - o Configuration: A configuration charge applies for the mediator team.
  - o Monthly payment: A monthly charge applies for the service and the SBC interconection.
- Integration with the existing PBX: For cases in which the customer has a PBX that need to use, it is possible to interconnect to the PSTN through the existing PBX. CallMyWay® does not apply a charge for using this interconnection.

Other charges may apply according to the specific characteristics of the project.

## IsMyContact®



IsMyContact is the Omnichannel connector that offers Microsoft Dynamics 365 users:

- Receive and send calls within your organization and to the public telephone network.
- Provide personalized treatment since it identifies who is contacting you.
- Exchange messages through additional channels.
- Have online reports of incoming and outgoing calls or contacts.

### Benefits of the Service:

- Business intelligence  
Analyze reliable, online information about call logs and customer interactions through other channels.
- Increase business productivity  
Microsoft Dynamics 365 users make calls to their contacts with a simple click.
- Ensure personalized treatment  
Microsoft Dynamics 365 users will have personalized information on hand for all customer interactions.

# 360 OmniCanal® CRM and Contact Center



CallMyWay® offers you a complete solution for your Contact Center which integrates natively with our telephone service or with any other. In turn, it integrates with other customer service channels such as WhatsApp, e-Mail, Web Chat. In the future, other service channels will be integrated.

## Benefits of the Service:

Simplicity in operation: Your service center agents will be able to interact with their customers in a simple and transparent way through a single interface (screen), optimizing their operational processes.

Integration with the client's internal systems: By integrating the activities of the agents with their application or database, they will only interact with a single application, optimizing their operating times and improving their performance.

Omni-channel Service: The solution allows you to relate all the activities and times of your agents both with telephony and with the other channels integrated into the Omni-channel solution as well as with your customer monitoring application.

### Service description:

- The service is accessed through the website [www.callmyway.com](http://www.callmyway.com)
- Each user has personalized credentials and only from authorized IP addresses.
- The data is stored on our platform which is available 24 hours a day.
- The system can be natively integrated to existing databases by standardized methods such as Intermediate databases, Web Service or XML, in this way that the interaction of the agents with the databases is normalized and they only interact with a interface, optimizing operations.
- The system allows you to obtain reliable metrics of the performance of your agents.

### Features offered:

Manual, predictive or progressive dialing: It allows organizing agent calls in such a way that the customer database can be covered in an agile way, as defined by each agent or supervisor.

Diversity of Outgoing Campaigns:

1. "Blast", this allows you to send a pre-recorded message to several clients or contacts in a synchronized way.
2. "Multi-Call Center" in this way, the same agent can attend different call centers or campaigns. Campaigns can be: outgoing, incoming or mixed and multi-campaigns for groups of agents.

Forms per campaign: Adaptable via the web according to your needs.

Multiple Question Surveys: Allows an agent to run surveys of value to their portfolio of clients or contacts.

Call recording: It is possible to record all your phone calls for future reference.

Multiple caller IDs or private number: It is possible to set the caller ID for the different campaigns.

Extensive control panel offers rich in information: It is possible to know in real time the performance of your agents, campaigns and contact center.

Coaching (listening to calls): Allows you to listen to the calls of your agents in real time.

Parameterization of agent times: All agent metrics are parameterized, including, but not limited to calls such as times and their pauses including their respective reporting.

Management of lists, campaigns and groups: Lists and campaigns are managed in a simple and intuitive way.

Native integration to our CRM: reminders, appointments, calls and follow-up to clients or internal operations.

Omni-Channel or Multi-Channel Solution: the agent can integrate access to customers in the same panel or application through: Calls, WhatsApp, eMail, SMS, WebChat, Facebook, among others.

External Chat Service: Allows customer service from your website.

Internal chat service between agents: Agents and supervisors will be able to communicate through an internal chat.

Extensive reporting: All the agents' work is not only parameterized, but is easily analyzed through the wide range of reports offered.

Single interface: The agent interacts with a single interface, this is achieved through native integration to external applications or databases through standardized methods (HTTP, XML, HTML5 etc.)

High reliability: It operates over HTTPS and allows access only to authorized IP's addresses.

Personalization: It is possible to execute additional developments according to your needs. To proceed with development, it is analyzed on a case-by-case basis and a development charge may apply.

## Business model:

Initial configuration: Case by case. Includes setup and initial training required for supervisors and agents to have operational mastery of the application.

Subsequent training charges are analyzed on a case-by-case basis.



The application is simple to use so generally no additional training is necessary also we provide free online support.

Monthly charge:

Per Agent: One charge per agent.

# 360 OmniCanal® Care channels



## 1 - WhatsApp Channel: Customer Management Service via WhatsApp

### Benefits of the Service:

Simple: Simplicity in the immediate or deferred sending of WhatsApp messages individually through an intuitive and centralized platform.

Multi-user: Several of your agents will be able to manage the messages sent and received simultaneously.

Post-delivery management and administration via the platform: The user can easily filter the searches of sent messages to identify the status of the messages.

Integration with IP Telephony service in the cloud: Allows the assignment of IP telephony numbers to activate the WhatsApp service, so that your contacts will interact with a single channel.

### Service description:

Sending options: Messages are sent individually (by selecting a destination number).

Deferred message sending: Allows you to select the date and time you want to send the message, in case you do not choose the date, the message will be sent as soon as possible.

Attachments: Allows you to attach a File to the WhatsApp message: This means that you can attach any type of file: multimedia (images, documents, audios, etc.).

Status of sent messages: Allows you to manage and know the status of sent messages. The customer can filter by dates to view all the records of the messages or filter by the number to which the message is sent, among others.

### Business model:

A setup fee and a monthly fee per activated number apply. Additional requirements and recommendations:

The client must have a Smartphone type cell phone and download the WhatsApp Business application to be able to register the cell phone to the account and thus be able to use the service.

WhatsApp policies always apply in terms of the number of messages and spam, among others, over which CallMyWay® has no control.

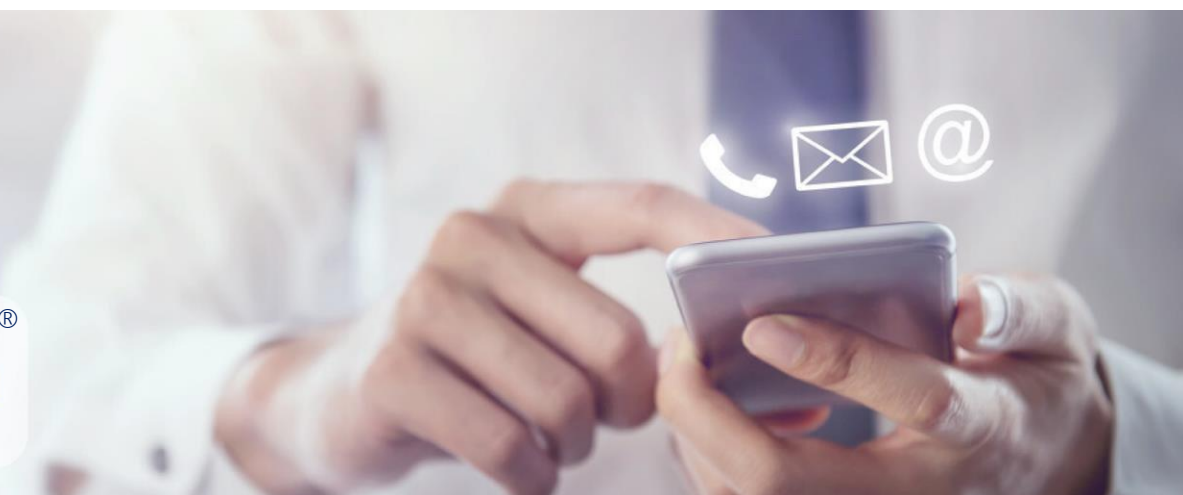
## 2- MailMyWay® Channel: Customer Management Service via Email

### Benefits of the Service:

Simplicity in sending Emails individually or massively through an intuitive and centralized platform.

Post-delivery management and administration via the platform: The user can easily filter the searches of sent messages to identify the status of the messages.

## Click2Call®



Click2Call® makes it easy for your contacts or clients to generate free phone calls from your company's website. The only requirement is that the Internet user has a computer or mobile phone with Internet access, a speaker and a microphone.

In this way, companies or organizations can answer queries generated directly from their website when the Internet user finds information that interests them and thus accelerate commercial or customer service processes.

Click2Call® can be implemented as a fixed point or a floating point within your web page.

### Benefits of the Service:

It provides Internet users who visit the website with direct access to the companies' contact center.

It generates a phone call and accentuates the vocal human interaction between the Internet user and the company.

Being on the website and directed to the contact center, it is a scalable solution in capacity and dimensioning of the solution.

The Click2Call complements and in most cases exceeds interactions with customers through Chats or Chatbots since the interaction is in real time through voice, generating more confidence to the interlocutors.

### Business model:

Includes a fixed monthly and setup fee. No charge to your calls as long as they are directed to CallMyWay® terminals.

## Call Recording®



CallMyWay® offers the call recording service. It operates over the extensions that have been preconfigured.

### Service features:

The recordings are available online after the conversation ends and can be listened from our website or downloaded.

A history of activity is stored.

The recordings are stored in our system for an agreed period from 6 months and up, if you want to back them up, the client can download them from the website ([www.callmyway.com](http://www.callmyway.com)) or we can FTP to your server

To allow the recording, the customer has to explicitly accept the recording of his calls through a service contract

### Business model:

Configuration: Includes a service activation charge

Monthly: Includes a charge per minute of recording or a fixed monthly fee per extension.

## Telephone Numbers®



Telephone numbers is offered in different countries, which allows you to receive unlimited incoming calls, free of charge, in exchange for a monthly fee that varies from country to country.

The service is offered, by default with two voice channels, if you require more, a monthly charge applies per enabled channel.

## Automatic Multi-Question Survey®



We offer you the automatic survey service, through which you can conduct surveys of your customers or contact lists.

They will receive a call which is operated through an IVR (Interactive Voice Respond) which includes the number of questions, multiple selection, that you need to make, in order to know the opinion of your customers regarding the topics of interest. The survey results can be downloaded into an Excel file for your analysis.

### Service features:

The service requires:

1. The creation of welcome message option.
2. The creation of a system of prerecorded questions (up to 20 questions) and the options for automatic answers using the keyboard of the mobile or landline phone used by the person answering the survey.
3. The option to upload a list with the data of the people to whom the survey should be carried out:
  - i. Phone number
  - ii. Allows you to choose the survey to apply for the list



4. Surveys can be applied in the following way:
  - a. Call Center Agent sends active call with customer to assigned extension number to conduct automatic survey.
  - b. After ending the call to be evaluated, the system makes an automatic call to the customer's identifier or telephone number and activates the automatic survey.
  - c. After a call entered your Call Center, our system automatically makes a call to the interlocutor to conduct the survey.
5. Once the survey is conducted, it is possible to:
  - to. Enter our website to view and download the results
  - b. The following information will be obtained in the registry:
    - i. Customer responses to each survey question
    - ii. The extension of the agent.
    - iii. The customer's phone number.
    - iv. The survey extension number, the latter because multiple surveys can be scheduled.
    - v. Time it took the client to complete the survey.
6. The recordings or audios must be provided by the client to be used in the system.

## Business model:

### Setting:

Development of the application, configuration and installation. Amount defined on a case-by-case basis.  
Additional campaigns, the cost of set up is defined on a case-by-case basis.

### Monthly payment:

Monthly maintenance of the service is defined on a case-by-case basis.

## Fax2Mail®



We offer you the Fax2Mail® and Mail2Fax® service, which consists in that your incoming faxes will enter the email you have designated and at the same time you can send faxes in the same way that an email is sent.

### Benefits of the Service:

In this way, the functionality of the FAX is preserved and the advantage of mobility is obtained, avoiding having to administer the Fax machine.

### Business model:

Monthly: Monthly charge (non-consumable) and in addition, faxes with a charge per minute.

Shipping to a maximum of (5) email addresses is included. From the fifth mail an amount is charged for each extra mail.