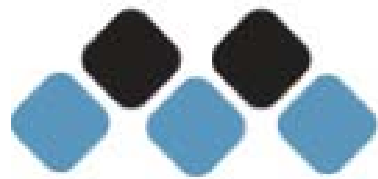


a partnership you can trust



miratel
solutions inc.

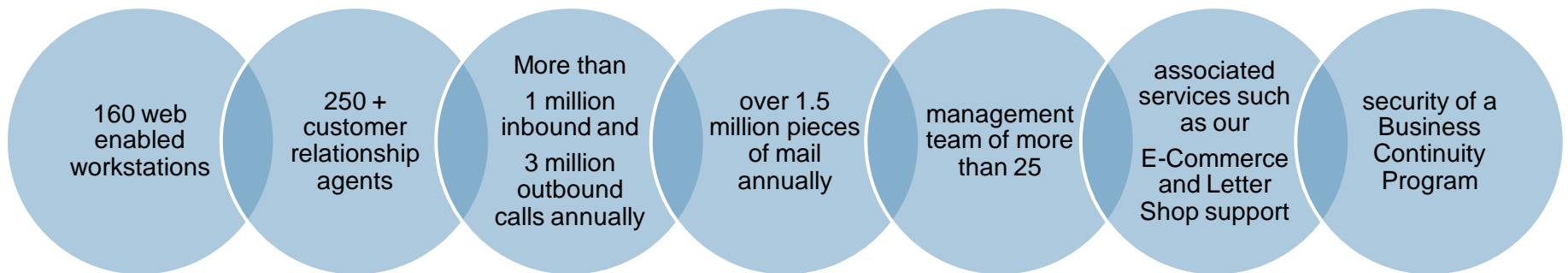
business overview



Miratel Solutions Inc (MSI) launched in April of 2000 and started out with a 50 seat call centre located in Toronto, Ontario. When Miratel began, the founders of Miratel possessed over 25 years of call centre experience and were committed to providing world-class service while applying the highest standards of integrity, workplace conduct and business ethics to their every business decision. Miratel is proud to operate under those same principles today and in respect of that foundation have established a strict corporate responsibility program which promotes strong green initiatives and social justice mandates which we value highly.

In 2007, Miratel implemented a Business Continuity Plan (BCP) which included the acquisition of a second location in Vaughan, Ontario to function as a recovery site. The purpose of the BCP is to safeguard clients against extended service interruptions. Our Business Continuity site houses 40+ agent and management workstations and is equipped with provisioning to ensure client business needs remain supported seamlessly in the event of a disaster.

Miratel has expanded to:





You will benefit from our unique and passionate collaborative approach as we help you support, retain, and grow your customer base with end-to-end outsourced services. Enhanced by over ten years experience in delivering superior results, Miratel has a wealth of resources that combine to form a creative and refined business plan that will exceed your specific objectives.

Our Team

- An experienced and enthusiastic development team with a history of exemplary performance
- Our approach will always reflect our dedication to professional, ethical stewardship of your business each time we represent you
- With over 100 years of combined call centre experience, our management team will consistently monitor the performance of your project to ensure strategies remain aligned with your objectives and proactively address opportunities for improvement

Our Processes

- A business plan co-created with you that will best match your standards and corporate image while remaining focused on reaching your key objectives
- The creative development of well-researched customized scripts and training materials which combine to deliver an entire team of highly skilled and motivated multilingual representatives ready to serve your customers 24 x 7
- Thorough data management and analysis to help you better understand your project results and identify key success indicators

Our Tools

- Advanced tools and technology specifically created for our industry to streamline processes, maximize productivity and improve your bottom line
- Customized reporting created and delivered to your exact specifications and desires
- The provision of highly secure and supported facilities and network to guarantee the integrity of your business information including a business continuity plan which safeguards clients against extended service interruptions

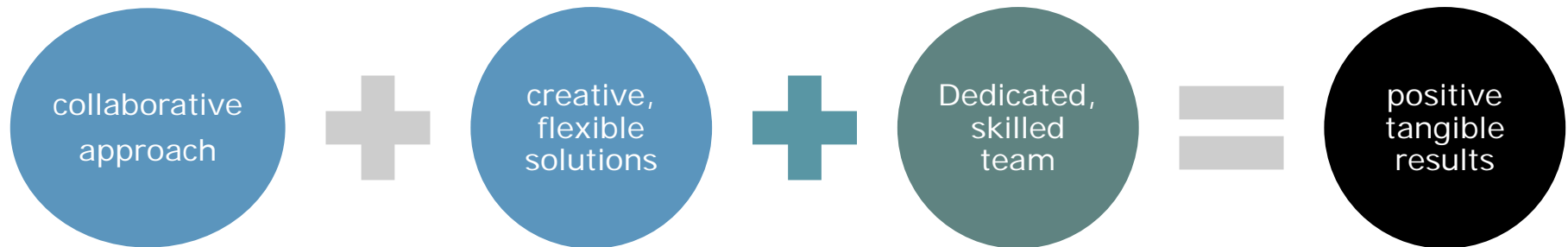
Our Commitment & Partnership

- The benefits of partnering with a Toronto based call center include a city richly entrenched in the telecommunications industry combined with a competent well educated workforce that represents one of the most culturally diverse cities in North America, if not, the world
- A commitment to the highest standards of office conduct and business ethics as demonstrated by an established Corporate Responsibility program that expands beyond the workplace and into the global community with a focus on green initiatives and social justice mandates



Miratel has successfully managed inbound and outbound projects for a wide variety of clients for more than a decade along with providing associated letter shop and e-commerce solutions. Our client's needs range in size from smaller, regional programs to larger, national projects. They also vary from ongoing contracts to recurrent ones that are seasonal in nature to temporary campaign-specific timeframes.

Miratel understands that no two clients are alike and have become experts at developing flexible customized solutions that can adapt to unique, dynamic business needs. We have the resources and flexibility to scale resources up or down as your requirements dictate. We fully understand that our ability to rapidly modify our services will best equip your business to maximize revenue opportunities.



Our experience has shown us that our collaborative approach combined with our creative and flexible solutions provide the ideal base for value and results on behalf of our clients. Our experienced team takes pride in developing the ideal plan specific to each individual client business needs.

Miratel recognizes the critical importance of satisfying the project objectives that you set out. We view these objectives as a baseline requirement and believe that a thoughtful and collaborative development plan must strive to exceed this target. We are proud to consistently achieve this goal on behalf of our clients and they award us with their continued loyalty.



Miratel was founded in 2000 by Angela Puzzolanti and Tracy Ritson, entrepreneurs possessing extensive experience and knowledge of the call centre industry. We formed Miratel with the intention of combining excellent value with superior service delivered with integrity.

Forging lasting, successful partnerships with our clients has been the lynchpin of our success. This has been achieved via our extensive project management skills, advanced technology, a talented, committed team and a focus on ensuring our business model consistently brings value to our clients. Quality service has been our hallmark and we bring it to our clients at an affordable rate.

Miratel has a vast and proficient core management team who oversee our versatile, multi-lingual Customer Relationship Agents. Our attention to recruitment, supervision and training are critical components in the execution of a project that will reach your goals on time and within budget.

Our experience with a variety of clients means that we can assess your project needs, devise a winning methodology and create scripting and reporting solutions that bring you and your clients the information that truly matters. We believe our consultative approach has brought unparalleled success to our existing clients and want you to experience the same dedication and creative services.

Driving the pulse of every successful partnership must be understanding, commitment and consistency. We take pride in our excellence and are confident that our dedication towards it enhances your likelihood of success.

Our business strategies are built on a solid foundation of experience, proven methodologies and advanced technology. We build on that foundation by taking a collaborative approach that allows us to better understand your needs while encouraging you to remain an active participant in how your business is being represented. Planning and providing the appropriate resources are the cornerstones of a successful call centre campaign and we will be steadfast in delivering on our commitments. Some of the strategies we implement include:

developing a custom made plan suited to your objectives

assessing possible obstacles and creating solutions

matching your goal criteria to the logistical support needed

selecting and training the agents best skilled to support your customers

matching the ideal management support relative to your project goals

developing and testing creative scripting to optimize your results

enabling you to determine most pertinent data capture

custom designing reports to deliver the results you want when you want

Miratel will represent your business with the utmost of professionalism with each and every interaction. We will be committed to forging a mutually beneficial and responsible partnership with you in the successful execution of your project. We will dedicate the necessary resources and time to co-create a strategy that is perfectly matched to your needs so your expectations are exceeded. We just wouldn't have it any other way.



We strive to bring value to your business with every action that we undertake. We seek to learn about and fully appreciate your objectives before creating the ideal solution that will exceed your expectations. We will always provide:

Consultative Approach : No one understands your goals as well as you. We will work with you to design the optimal infrastructure and operations plan that will best support and exceed your goals while servicing your business needs, reaching deadlines and managing costs

Superior Planning : We bring years of industry specific experience to our partnerships with our clients. We analyze the overall call campaign to best assess potential obstacles, determine the logistics, assign the ideal support resources and fine tune the approach to guarantee results

Creative Customized Solutions: We don't simply 'handle' call centre services, we actively manage them. We apply our expertise to each account uniquely, we listen to your needs and create customized scripting and reporting solutions that are best aligned to capture both the targets you set forth and the data that is most relevant to you

Dedication and Commitment: Our clients trust us to be resourceful, industrious and dedicated to their success. We firmly believe in the principles of partnership - we can only look good when you look good. Every member of our team is fully committed to representing your business in the most professional competent manner

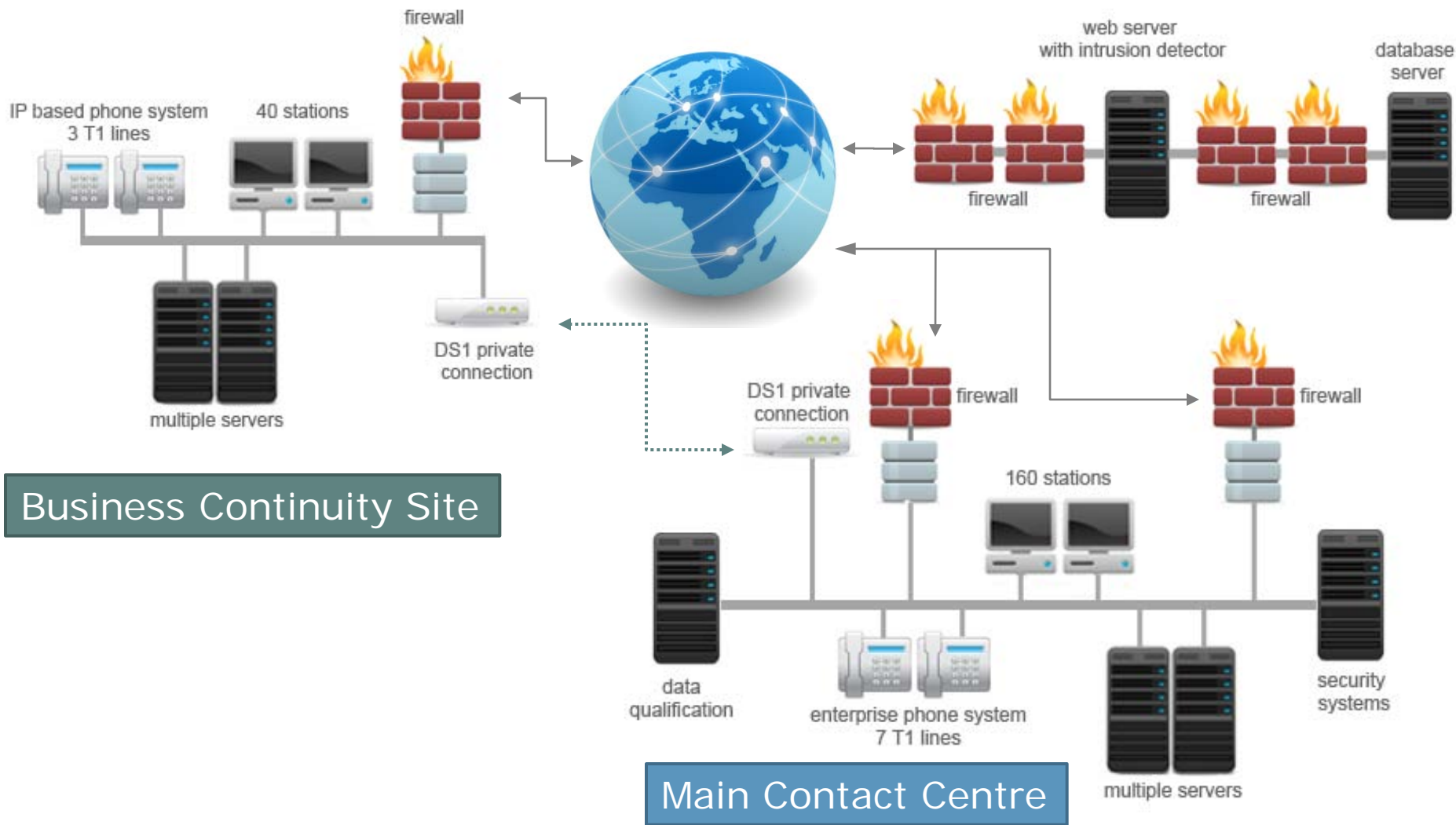
Available and Reliable Support: Our 24 x 7 operations ensures your customers connect with a live agent around the clock regardless of what time zone they reside. We are proactive, responsive and adaptable to changing demands and have the flexibility to realign resources as your business dictates



We offer comprehensive call centre solutions so that we can provide a valuable advantage to your outsourcing requirements. In addition we have expanded our service platforms to provide auxiliary services that will compliment your project needs. Our end to end solutions allow all your business processing needs to be serviced under one roof by one vendor. We aim to manage your project in its entirety and are confident we will exceed your expectations while saving you time and money.

click image to learn more





Business Continuity Site

Main Contact Centre

Our partnership extends beyond our commitment to your satisfaction; Miratel also has a profound commitment to our shared environment. We are uniquely placed as one of the world's first green call centres and are actively trailblazing in this cause with a wide range of initiatives. Our business is consistently evaluated to ensure we increase our green impact and become as planet friendly as possible. Our [green initiatives](#) include:



Renewable Energy



Recycling Programs



Toxin Free Green Cleaning Only



Sustainable Procurement



Responsible Consumption

Miratel manages its services and conducts its business activities to the highest ethical standards. As members of the global community, Miratel believes that promoting social justice is our collective responsibility and as a corporation, we need to lead by example. Miratel abides by the laws and principles that govern ethical business practices at all times. Our [social justice](#) mandates include strict adherence to:



Labour Standards



Health & Safety Standards



Responsible Purchasing Practices



Privacy and Do Not Call Legislation



Legal Principals





why choose miratel?

Ask any of our clients why they continue to work with us and you might hear about our:



Or they might also cite our:



Some might even say they simply like working with our people and enjoy the ideas we bring to their inbound and outbound programs. We know that it is all of these elements and more that have allowed us to grow over the years and create long lasting relationships with our clients.

Miratel is dedicated to remaining leaders in the call centre industry while making a lasting, positive difference in the world through our commitment to our Corporate Responsibility. We will constantly re-evaluate how we do what we do to keep our superior business services affordable while growing our green initiatives and our social justice mandates. We aim to remain a partner our clients can be proud of.

We have a "Yes We Can" attitude, a winning spirit and a steadfast dedication to exceeding your expectations. We know that we can only look good by making you look good. We believe that our proactive collaborative approach to creating cost-effective business solutions that exceed your needs reinforces the logic behind selecting Miratel as your outsourcing partner.





client testimonials

“I would like to thank you and the Miratel team for another exceptionally managed program. We are most pleased with your flexibility in accommodating our dynamic requirements. We also appreciate the attention to detail and high accountability and professionalism you continue to demonstrate and I am writing to formally express that. We truly value our partnership with Miratel Solutions Inc. and look forward to our future projects. Please pass these sentiments along to your entire dedicated management team.”

A. Lloyd
Heart & Stroke Foundation of Ontario

“Miratel Solutions have consistently demonstrated a high degree of professionalism and integrity in the manner in which they have serviced our client's needs. The management team's dedication, passion and good old fashioned hard work ethic is evident every day in their business operations. Miratel also demonstrated great flexibility and willingness to adapt to suit our client's specific requirements.”

P. MacDonald
S.O Asher Consultants

“We wish to take this opportunity to thank Miratel for the excellent call center service provided to our company for over 9 years. Miratel’s professional customer response handling has contributed greatly to our success. Thank you!”

N. Smith
Sancor Industries

“As a valued partner for over 10 years, Miratel provides our clients with high quality outsourcing solutions that unite industry expertise with diverse process management capabilities. Miratel delivers first-class service through their modern infrastructure, skilled professionals and comprehensive understanding of the complexities of our business. The Miratel team is both results-driven and customer-focused, consistently providing productive, reliable and cost-effective solutions. They bring a winning combination of experience, versatility flexibility, and a commitment to customer service excellence. By utilizing the resources at Miratel, we will continue to take our customers’ experience to the next level.”

K. Baker Mowder
Karen Baker & Associates



Miratel will be committed to forging a mutually beneficial and responsible partnership with you. We will dedicate the necessary resources and time to co-create a services strategy that is perfectly matched to your goals.

We warmly encourage you to learn much more about Miratel by visiting our website.

- ◆ [Services Overview](#)
- ◆ [About Miratel](#)
- ◆ [Our Team](#)
- ◆ [Our Corporate Video](#)
- ◆ [Our Green Initiatives](#)
- ◆ [Our Testimonials](#)
- ◆ [Our Corporate Blog](#)

For further information regarding the services we provide please feel free to contact us.

Contact :	Tracy Ritson
Title:	Managing Partner
Email:	angela.puzzolanti@miratelinc.com
Local:	416.650.78585
Toll free:	866.647.2835 extension 7855
Fax:	416.650.7851