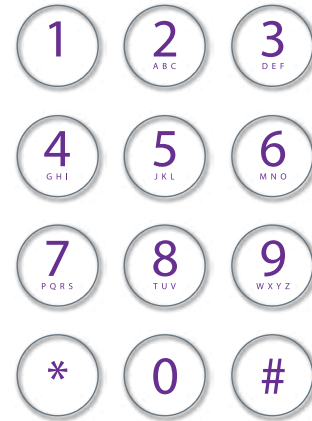


U-Dial[®]

Manual Dialing Solution



Marketing Systems Group developed U-Dial to alleviate Telephone Consumer Protection Act (TCPA) compliance concerns. U-Dial balances the need to dial cellular numbers manually while delivering the quality control functionality required in a research call center environment.

The system was developed from the ground up so that only telephone numbers that are manually entered on the telephone keypad are dialed. U-Dial cannot be modified to add future capabilities.

With U-Dial, supervisors are able to monitor interviewers with full silent monitoring for quality control. Once a call is connected, U-Dial can begin recording the call in progress and files the recording to the server.

System & Quality Control Features

- Supervisors are able to monitor interviewers using full silent monitoring
- Multi-recording capabilities including whole interview and specific open ends
- Ability to play sound files through the phone to the respondent
- Call parking with pickup from any station
- Inbound calling, outbound calling or a combination of both

TCPA-Related Concerns

- No functionality exists for computer assisted dialing connections or capabilities
- Only numbers entered manually are dialed