

► **How Do You Move Your Money?**

- Automated Payment
- Electronic Funds Trf
- ACH
- Debit/ Credit Card Processing

► **CUSTOMER SERVICE & MARKETING TIPS.** Stay proactive and gather customer service ideas.

► **We Want You To Meet EVA!** The Virtual Collector

Electronic
Virtual
Assistant

DATATrue™ focus

ADDRESSING THE NEEDS OF THE SMALL BALANCE LOAN, RENT-TO-OWN AND LENDING INDUSTRIES, NATION WIDE.



How Do You "Move" Your Money? Save 15% to 30% in Processing and Banking Fees by using **DATATrue**

DATATrue continues to be the leader in being the one-stop shop and all in one servicer of online services.

Recognizing the overwhelming demand for electronic funds transfer processing and the need for lower costs, DATATrue has enhanced its existing banking, credit-debit card and collection processing services.

"We know our Rent To Own, Payday Loan, Small Balance Loan and other retail customers are continuing to look for ways to reduce costs, increase productivity and improve their bottom line. And DATATrue's enhanced banking services help fill that need" says Gene Sacco, President of DATATrue, LLC.

DATATrue offers:

→ **ACH/RCK** – Electronic Check Submission that allows DT customers to take a paper check and present it electronically without having to deposit the check at their bank.

→ **RECURRING CHARGE** – Electronically debit your customer account on the same day each month, automatically.

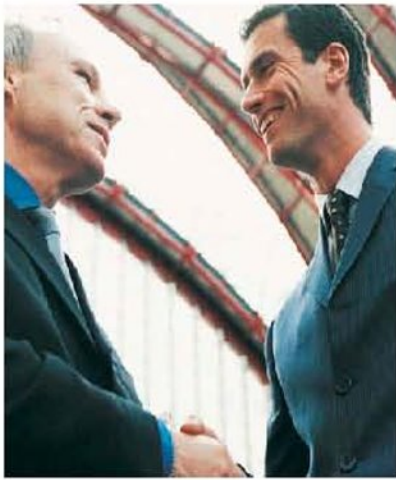
→ **DEBIT & CREDIT CARD Processing** - Customers can use DT to process all of their debit & credit card processing and as a bonus customers now can process recurring debit card transactions without the card being present.

→ **INTERACTIVE VOICE RESPONSE** – Give EVA a try! See page 2 for this special announcement!



Marketing and Customer Service Tips: Stay proactive & keep gathering customer service

ideas. Neither Sears nor Wal-Mart has achieved their success by doing the same thing for the last thirty years, or by simply reacting to customer complaints. Listen to your customers and find out what kind of special customer service they want. You can do this formally, by creating a customer satisfaction feedback form that you enclose with every sale or post on your website, or informally, by asking them for their customer service ideas when they're in your store or office. Shiny customer service is service that's responsive to customers' needs. Customers are tired of dealing with retailers that ignore customer service or only pretend to have it, and as always, they're voting with their dollars. Shiny customer Service will draw customers to your product or service, rather than a competitor and bring them back in droves



DATATrue Introduces EVA- The Electronic Virtual Assistant

will contain debtors who are motivated to take action. EVA is designed to "SKIM" off the top percentage of debtors who pay. EVA is cost effective, because it allows your employees to spend more time with your customers in your store, while EVA's persona is used by applying human factors. EVA's tone and voice reflection drives the success of the call. EVA **never** has a bad day. EVA is available 24 hours per day 7 days per week. EVA can make outgoing and receive incoming calls.

Inbound routed calls from your past due customers will be provided functionality to handle the entire call, including taking a check or debit/credit card payment information. "Our customer's will have the ability to program EVA with a customer introduction and verification, authenticate your customer information, offer payment options and provide payment confirmation", says Dan Jobrack, DATATrue's Executive Vice President. For a more information and a free no-obligation demonstration, email Dan Jobrack at Djobrack@datatrue.net

DATATrue, LLC wants to introduce you to EVA, our exclusive electronic virtual assistant. EVA is a fully functional system that will authenticate customers, take payments and make arrangements over the phone and when necessary, link the call back to a live person.

The key driver for our customers is the fact that it

For more information about DATATrue™ services contact Diobrack@datatrue.net or call

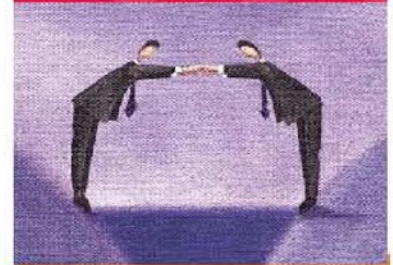
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Independent RTO Dealers
Small Balance Loan
Companies and other
Retailers can Subscribe to
Alert1One and all other
DATATrue services by
contacting:
Gene Sacco
or
Dan Jobrack
sales@datatrue.net

Call DATATrue™ today to save up to 40% on:

- Alert1One- The first Skip/Stolen and Charge Off data base with Email Alert!
- ACH & other **Electronic Funds Transfer** services
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- Credit Reports (Experian – TransUnion)
- Credit header Social Security Number Search (Skip Tracing)
- Electronic Transfer of collection accounts to a 3rd party collection agency
- Driving records
- NSF Concentrated Returns



Corporate Office: P.O. Box 1404, Arcadia, CA 91077
Office - 626.396.8271 Fax - 626.321.4726
www.datatrue.net sales@datatrue.net