

## Setup, Training and Customization—Live!

INSOMNIAC Live! employs a careful and extensive setup, training and customization (STC) process for each facility that is added to the service. This process is designed to insure success as an INSOMNIAC Live! STC specialist works directly with your corporate contact to integrate your company's data into our Live! Agent™ software application and telecommunication system. A one-time STC process streamlines integration of all information and details associated with your company as a whole, as well as unique information for each facility, where appropriate. STC appointments are billed at a higher rate for the first facility and less for each facility thereafter (as many details are likely to be the same for subsequent facilities and require less time to setup and customize).

### Setup

#### Call Forwarding

INSOMNIAC Live! assigns a toll number to each facility for which we take calls; we will then work with each local telecom provider to establish and provision necessary services in order to insure call forwarding (including no-answer transfer and busy call-forwarding). Once telecom services have been established, INSOMNIAC Live! verifies proper setup and configuration by testing each line; our staff will insure that busy calls “roll” to our sales center, and that after-hours calls are automatically and appropriately transferred (based upon customer service selections).

#### Telephone System Setup

We will configure our advanced, Cisco VoIP-based telecommunications system with information about each provisioned number. This process will insure proper interaction between our telecommunications solution and INSOMNIAC Live! Agent software application (whereby our professional sales agents are presented with information about every call, in real-time).

Utilizing advanced telephony integration, our customized data solution will pre-fetch facility information and present this to the answering sales agent immediately. Facility information will “pop” as the agent answers the call, insuring that the agent knows a great deal about the call he or she is answering, including the company, name, location and much more. All of this information resides at the agent's fingertips, and is immediately and automatically presented, thus minimizing any delay in answering and eliminating facility-selection error. Our unified communications solution automatically positions each call to receive the fastest and most accurate possible level of service.

#### Application Setup

Our INSOMNIAC Live! Agent software application is carefully pre-populated with facility-specific information, and automatically-integrated data from each supported property management system (PMS). To help facilitate this, a designee from each facility is asked to complete an application setup form prior to implementation of INSOMNIAC Live! services. Our staff will work directly with the designated contact to collect all necessary information, as well as to determine any differences between facilities residing within the same company, if any (if applicable). When multiple facilities—within the same company—are configured for INSOMNIAC Live! service, a company-wide template will be designed so that only facility-specific differences need be identified.

Once all information is entered into our INSOMNIAC Live! Agent software application, our staff will coordinate with the facility's designee to show them the exact agent-level presentation of this information and insure accurate information display.

#### Property Management Interface

INSOMNIAC Live! will establish and configure an interface to each facility's property management system (PMS). This allows our sales agents to view real-time unit availability and pricing, and gives them the tools to process reservations or rentals and/or payments. Our staff will configure the INSOMNIAC Live! Agent software application with any required restrictions, as directed, so that agents are able to process payments only within the requisite number of day's past-due, etc. Other custom restrictions, such as occupancy-based availability, are available upon request.



## Training

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### Manager Training

INSOMNIAC Live! takes the lead in training customers' facility managers on the services we provide. Our staff will work with the designed customer contact in order to determine the best means by which to communicate with and train each manager. We provide each manager with a copy of the Guide to INSOMNIAC Live! Services and we give corporate designees an email template which may be utilized to schedule webinar training sessions.

### Manager-Level Report Reading

We don't just offer reports; we show you how to use them. INSOMNIAC Live! reports give you and your managers' insight into the operations of the sales contact center, and reveal just how much our services help to augment your business. We spend the time to show you how to leverage this information to best utilize INSOMNIAC Live! services and increase your bottom line.

## Customization

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### Call Flow

INSOMNIAC Live! works with each customer in order to develop a customized call flow based upon key points that are most important to them. We provide a proven call flow process, tested to insure efficacy in the self-storage market, and then work to develop each customer's unique call flow in order to deliver a specific "look and feel."

### Company Quick Study

INSOMNIAC Live! develops a professional customer profile document used for internal agent training; we also make this document available to the customer for their own use.

### Corporate-Level Report Reading

In addition to the guidance we give managers in reading reports at the facility operations level, we provide your corporate contact with the tools to analyze reports at a higher level.

### Testing Tools

INSOMNIAC Live! develops questionnaires, cross-word puzzles, scavenger hunts and other tools to help insure agent understanding of the key characteristics that make each company unique. We work to insure that every agent understands the overall presence of each company, including those differentiators which should be communicated to potential tenants. We go beyond name and location; we help our agents truly understand those things that set each company apart from the competition. We believe that agents who understand the specific makeup of our customers are better positioned to leverage the benefits they offer.

### INSOMNIAC Live! Manager's Guide

INSOMNIAC Live! develops a customized Manager's Guide which may be incorporated into each company's overall business practices and procedures documentation. We recommend that this guide become a part of the company's operations manual as it includes valuable FAQ's, visual diagrams and other information pertaining to sales-center operations.

## Pricing

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Pricing is designed to provide you with the best value based on the total number of facilities for which you utilize INSOMNIAC Live! services. Since the first facility requires the greatest amount of setup and customization (and all subsequent facilities require less), the STC fee for your first facility is higher, and all additional facilities enjoy a substantially lower STC cost.

**First Facility STC = \$299.**

**Subsequent Facility STC = \$199.**



## Terms

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- Customer agrees to assign and provide a dedicated corporate contact person with whom INSOMNIAC Live! STC Specialist will work.
- Customers shall provide INSOMNIAC Live! with signed release to telecommunications provider authorizing INSOMNIAC Live! to make necessary changes and adjustments to telephone services as necessary.