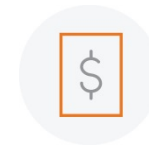




Consumer/Member



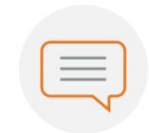
CSS Brand Ambassadors



\$473M in annualized premium



60% membership growth



- Client Net Promoter Score of 92
- 170 basis point lift in Top Box Satisfaction
- 270 BPS increase over industry scores for Top Box Service

Client Profile & Need Identified:

Client Since: 2007

Products Offered: Large multi-million membership organization

Situation assessment: Intensifying pressures on senior consumers to navigate health care in a highly regulatory environment

Client Need: Client seeking to deliver exceptional consumer experience & add value to its target consumer

- Identify as extended employees of the brand
- Leverage unique approach to training and developing empathetic health care advisors
- Apply rigorous application of Six Sigma methodologies to drive efficiency
- Patent pending business processes for proactively acting upon consumers spoken and unspoken needs