

People Link **Introduction**

A company specialized in ARS system solution



Company Information

Company Information



PeopleLink Co., Ltd. is a company specialized in ARS. The company has broken out of the conventional perception of automatic route selection (ARS) basically as audio guide to develop various cloud-based solutions and create related systems in step with the changing environment that gradually included call center, personal authentication, mobile-synced services, voice fan club, ads on media such as TV, and ARS for financial security.

Company Status

Company Information

■ Overview

Company Name	PeopleLink
Established Date	November 12, 2004
CEO	Hwang Jeong-il
Capital	450 million won
Annual sales	Approximately 2.3 billion won
Business areas	Developing ARS solutions, call center, events, message services, etc.
Location	9th floor, 578, Gangnam-daero, Gangnam-gu, Seoul, Republic of Korea
Main Number	+82 2-6959-2606
Homepage	Official company homepage Http://www.peoplelink.co.kr

Company History

Company History

■ 주요연혁 History

Sep. 2016	Callpy, as a phone service for corporate customer management, registered as a trademark
Feb. 2016	License registered for ICT installation
Oct. 2015	'Special type of added-value telecommunications business' registered for text message services
Jul. 2014	As an advertising system that uses product reviews by mall consumers, Naysumer registered as a service trademark
Mar. 2014	Registered as a specially designated operator
Mar. 2010	Signed a contract with LG Twins, a Korean pro baseball team, for ARS fan marketing service
Mar. 2009	MOU with Grammy Public in Thailand – a joint project for ARS service for Thai stars' fan marketing
Feb. 2009	Signed a contract with LG Dacom Co., Ltd. for cooperation for 1633 audio content service
Jan. 2009	As an ARS star fan marketing system, Voice Fan Club registered as a service trademark
Jul. 2008	Signed a contract with DSP Entertainment Co., Ltd. for an ARS service for its artists' fan marketing (SS501, KARA)
Jul. 2008	Signed a contract with F&C Music Co., Ltd. for an ARS service for its artists' fan marketing (Ftisland)
May 2008	Signed a contract with JYP Entertainment Co., Ltd. for an ARS service for its artists' fan marketing (Wonder Girls)
Jan. 2008	Launched an exclusive caller ring back tone service for corporate mobile marketing (www.starbizring.com)
Mar. 2007	Signed a contract with Dacom Co., Ltd. for supplying voice content services
Aug. 2006	Launched audio services such as ringtone, caller ring back tone, text alert sound for the three Korean telecommunications providers of SKT, KT, and LGT
Feb. 2006	Launched the homepage for SMS16 (www.sms16.co.kr), a message delivery service for business
Jul. 2005	Signed a marketing partnership with Samsung C&T
Mar. 2005	Launched Send Voice (www.sendvoice.co.kr), a voice community site
Jan. 2005	Signed a marketing partnership with BC Card Co., Ltd.
Nov. 2004	PeopleLink Co., Ltd. incorporated

Business Areas

Business Area



PeopleLink provides diverse-ranging business services with its cloud service based ARS system.



Contact Center Solution
ARS system

Ordinary companies

Public organizations &
Associations

Healthcare & educational
facilities



Event Solution
ARS marketing

Ad agency

Television broadcasting &
entertainment

Advertisement divisions of
big corporations



CRM Solution
Effective customer management

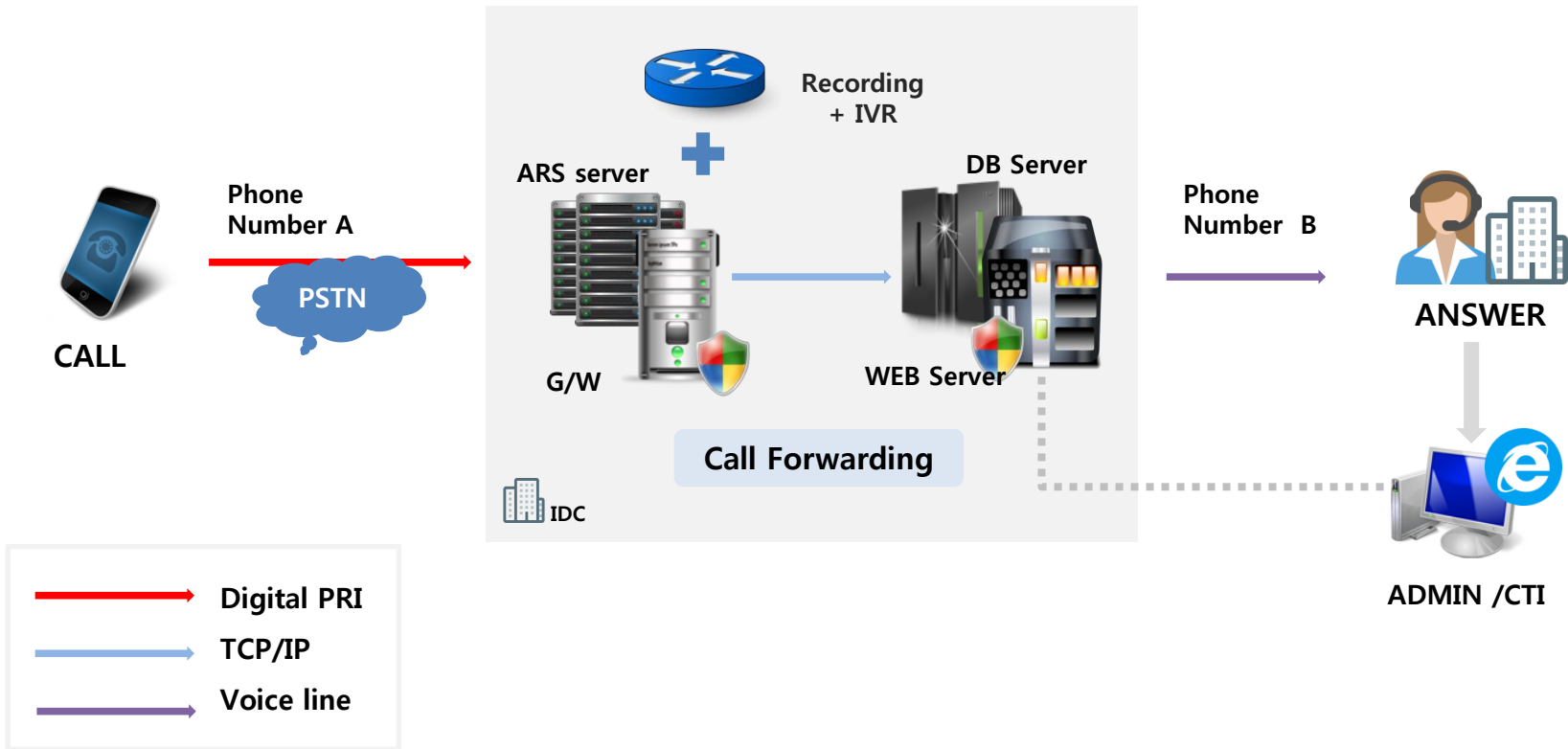
Ordinary companies

Shopping malls &
distribution business

Consulting business

ARS System

ARS SYSTEM



- PeopleLink's ARS equipment is operated in the IDCs of the three telecommunications providers of LG UPlus, SK broadband and KT.
- Stable service is provided by creating dual system and security system.

Contact Center Solutions

Features Of Contact Center Solution

Available as a web page

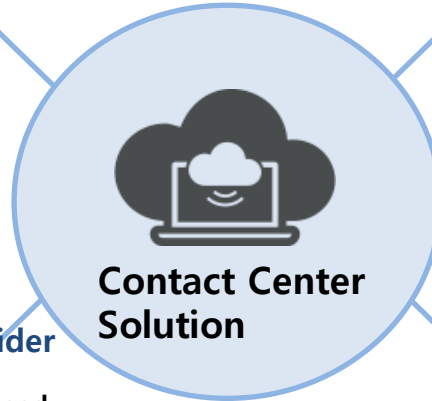
With installing an application on user's PC, a user can just log in and use the service conveniently.

Customization Available

Customization to requirements from different companies

Users may keep their telecommunications service provider

Users can keep their handsets as they need not switch to other telecommunications services.



Cloud-Based Services Provided

As we provide a cloud-based service without requiring additional equipment, users can have the service at a lower cost than when they create such a service by themselves

Key Features of Contact Center

Real-time pop-up alert



Real-time pop-up call-in alert with IVR sync

Address book management



Registering data for customers requiring management and looking it up for incoming call

Registering memos on talks with customer



Registering memos on talks with customer and type of customer inquiry

Recording voice call



It can record all voice calls without requiring additional equipment. Recorded files can be downloaded.

Statistics




Statistics on incoming calls, inquiry type, and customer representatives

Event Solutions

Features Of Event Solution


The solution provides the various features of telephone service that uses IVR (Interactive Voice Response) for marketing purpose

Service accessibility




Everyone can use his or her cell phone to participate in events easily and quickly

Collecting valid customer information




It facilitates data analysis as it records in the system data related to customers' event participation

Reflecting real-time statistical data



Real-time statistics on event operation ensure effective operation of events

Key Features

				
Message Send & receive messages	Autocall Calling at a designated time	Recording Recording voice calls	Vote Real-time vote	Quiz Quiz

Event Solution: Applied Cases

Event Solution reference

Check various events actually carried out by the company

ARS event using TV



- ✓ Phone number shown in ad
- ✓ Event participation through phone application
- ✓ Fast and effective participation



Star's phone number for promotion



- ✓ Promotional message played to an incoming caller
- ✓ Star's voice content offered
- ✓ Upgrading image through the concept



Sending calls with Autocall



- ✓ Sending out calls at a designated time
- ✓ Wakeup or alarm calls
- ✓ Customer information collected with agreement



Even participation by sending out text messages



- ✓ Users can apply with messages or photos
- ✓ Users can apply to participate with phone numbers
- ✓ Purchase promoted and easy participation ensured



CRM Solutions

Customer Relationship Management Solution

We provide a CRM solution that realizes various features for a company's customer management.



Business Skills & Resources

Peoplelink Business Value

1

Stable services through the three major telecommunications providers



2

Technology for developing customized system that meets varying customer requirements



3

Cloud-based service environment



4

Multi-platform operation with various devices including mobile



5

Direct operation and management of the company's services



Our strengths

Peoplelink Business Value

3 Stable services through the three major telecommunications providers

- Company's equipment installed in the IDCs of the three telecommunications providers of LGT, KT, and SKT
- Stable services for customers



Developing customized system that meets varying customer requirements

- Creating and developing system for customizing
- Company owns technology to be synced with other systems



Multi-platform operation

- Realizing various services for cloud computing
- Service available for various devices including mobile



Operation and management of the company's services

- Direct operation and management of the company's services
- Providing content services and corporate services



Major Clients

Partner & Clients

Major telecommunications providers



Public organizations & associations



Healthcare & educational facilities



Ordinary companies



Thank You.