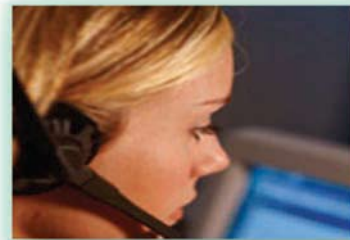


Call Center

Call Center Services: During the transition we will notify all tenants that all maintenance calls will now be taken by our Call Center and all appropriate information related to preferred vendors will be inputted and the system will be operational on a go forward basis. Work Order requests can be made by fax, internet or toll-free phone number.

Integrated Facility Management



Call Center

Holladay would propose using our Health Care Property Services Call Center in conjunction with our Facilities Management Program to service the facilities operation.

The Call Center is strictly dedicated to handling real estate maintenance calls and all personnel are thoroughly trained. Call Center personnel receive 320 hours of training compared to the industry average of 106 hours. The personnel turnover rate is 3%, compared to the industry average of 11%. The Call Center is operated on a 24-hour, 7-day, 365-day basis. The average speed of an answer is 26 seconds, compared to 60 seconds for this industry. Our average talk time is 1.6 minutes compared to the industry average of 6.75 minutes. Statistically this operation significantly exceeds the industry average in all categories and represents a best in class facility.

The Call Center has sophisticated software that is capable of recognizing the incoming calls based on caller ID. When the call and location are identified, the operator is able to cue up the vendor screen. Vendors are input based on the preferences of the client. Typically, a primary, secondary, and tertiary vendor are input for each maintenance category. The operator is trained to ask specific questions to determine the nature of the problem so the appropriate vendor can be dispatched expeditiously.

A detailed work order is issued to the vendor that includes the prioritization of the call (the expected time frame to complete it). The vendor must either accept or reject the call within the specified response time. If they reject the service call, the secondary vendor is called and they are given the work order. All calls are prioritized from a one to five. A priority one call requires a one-hour response time and a priority five call will be attended to during the vendor's next visit to the building.



Call Center

The Call Center software is Internet enabled. Our Managers can view work orders in real time on a daily basis. The work orders remain open until the vendor closes the work order. Real time reports are available for closed and open work orders. These reports include searchable fields to pinpoint specific information required.

Holladay provides follow up calls on a minimum of 100% of closed work orders to determine if the work was done to a satisfactory manner (phone calls for all Level I & 33% of Level II, email surveys on all other work orders). We also follow up on all open work orders to determine the nature of the problem and why the work has not been completed.

The advantages of the Call Center are as follows:

1. A single point of communication for service within the facility.
2. Calls are dispatched directly to the vendor per approved decision tree.
3. Calls are logged with a time stamp.
4. Uncompleted work orders are monitored.
5. All invoices can be tracked based upon the work order request. Excessive repair calls will lead to an analysis to replace rather than fix the asset.
6. The client has a single source to monitor the number of work orders, timing, and the status of the work order.
7. The Internet enabled software allows real time information 24/7.
8. The Call Center can supply customized reporting.

