On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is http://www.gsaadvantage.gov

Schedule Title: Multiple Award Schedule (MAS)

<table>
<thead>
<tr>
<th>Large Category</th>
<th>Subcategory</th>
<th>PSC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>Marketing and Public Relations</td>
<td>R422</td>
</tr>
</tbody>
</table>

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

Contract Number: 47QRAA22D000L
Contract Period: October 14, 2021 to October 13, 2026
Contractor: Issues Management, Inc. DBA Five Star Call Centers
4901 E 26th St
Sioux Falls, SD 57110
www.fivestarcallcenters.com

Contractor’s Administration Source:
John Coulter
Phone: 605-978-2121
Fax: 605-275-5414
Email: john.coulter@fivestarcallcenters.com

Business Size: Other than small business

Prices shown herein are Net (Discount deducted)
FEDERAL SUPPLY SERVICE

CUSTOMER INFORMATION:

1a. Awarded Special Item Numbers (SINs)

<table>
<thead>
<tr>
<th>SINs</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Model Number and Price For Each SIN: N/A

1c. Hourly & Service Rates: See price list on page 5

2. MAXIMUM ORDER:

<table>
<thead>
<tr>
<th>SINs</th>
<th>Maximum Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>$1,000,000</td>
</tr>
</tbody>
</table>

3. MINIMUM ORDER: $100

4. GEOGRAPHIC COVERAGE: Domestic

5. POINT(S) OF PRODUCTION: Same as contractor

6. DISCOUNT FROM LIST PRICES: Prices shown are GSA Net, discount deducted.

7. QUANTITY DISCOUNT(S):

<table>
<thead>
<tr>
<th>Discount %</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td>All orders over $100,000</td>
</tr>
<tr>
<td>2%</td>
<td>All task orders between $250,000 &amp; $500,000</td>
</tr>
<tr>
<td>3%</td>
<td>All task orders over $500,000</td>
</tr>
</tbody>
</table>

8. PROMPT PAYMENT TERMS: Net 30 Days

Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. **FOREIGN ITEMS**: Not Applicable

10a. **TIME OF DELIVERY**: Determined on the Task Order Level

10b. **EXPEDITED DELIVERY**: Contact contractor

10c. **OVERNIGHT AND 2-DAY DELIVERY**: Contact contractor

10d. **URGENT REQUIREMENTS**: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. **FOB POINT**: Destination

12a. **ORDERING ADDRESS**: Same as contractor

12b. **ORDERING PROCEDURES**: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. **PAYMENT ADDRESS**: Same as contractor

14. **WARRANTY PROVISION**: Not Applicable

15. **EXPORT PACKING CHARGES**: N/A

16. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE)**: N/A

17. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE)**: N/A

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE)**: N/A

18b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)**: N/A

19. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE)**: N/A

20. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE)**: N/A

21. **PREVENTIVE MAINTENANCE (IF APPLICABLE)**: N/A

22a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants)**: N/A

22b. **Section 508 Compliance for EIT**: N/A
23. Unique Entity Identifier (UEI) Number: 794700385

24. Contractor has an active registration in the SAM database.
PROFESSIONAL SERVICES WORK SCOPE

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Title</th>
<th>Subcategory</th>
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<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
<td>Marketing and Public Relations</td>
</tr>
</tbody>
</table>

**DESCRIPTION:** Services include customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues; targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions, identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, establishing call centers (in relation to services provided under this schedule).

^^^NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
PROFESSIONAL SERVICES AWARDED PRICES & LABOR CATEGORIES

<table>
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<table>
<thead>
<tr>
<th>Service Category</th>
<th>GSA Price w/ IFF</th>
<th>Unit of Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Center Customer Service Representative</td>
<td>$28.63</td>
<td>Hour</td>
</tr>
</tbody>
</table>

**Functional Responsibilities:**
- Manage large amounts of inbound or outbound calls in a timely manner. Follow communication "scripts" when handling different topics. Identify customers' needs, clarify information, research and provide solutions and/or alternatives. Access company and client resources provided to accurately handle the call. Seize opportunities to upsell products when they arise. Skillfully change from one task to another without loss of efficiency or composure. Successfully complete all training sessions. Actively participate in efforts to support customer satisfaction and maintain quality. Effectively communicate with patience and understanding in all internal and external customers. Remain positive and professional in all internal and external customer interactions.

**Minimum Education:** High School  
**Minimum Years’ Experience:** 1

| Call Center Technical Support Representative | $32.42           | Hour          |

**Functional Responsibilities:**
- Answers, evaluates and prioritizes requests from customers having questions or experiencing problems with services or products. Facilitates problem recognition, research, isolation, resolution, and follow-up for customer problems. Able to work without a script and maintain call control. Log and track customer interaction as required for each client. Responds to and resolves open issues in an appropriate timeframe. Concession of the customers' troubles by recommendation of products, services or procedures. Evaluation of the systems' problems to recommend enhancements. Ability to multi-task using multiple system pending the clients working environment. Skillfully change from one task to another without loss of efficiency or composure. Successfully complete all training sessions. Actively participate in efforts to support customer satisfaction and maintain quality.

**Minimum Education:** High School  
**Minimum Years’ Experience:** 1

| Programmer                  | $130.00     | Hour          |

**Functional Responsibilities:**
- Design, develop, test, deploy, maintain and improve client call scripting procedures and internal processes. Manage individual project priorities, deadlines and deliverables. Design and create data-driven reports. Provide effective technology support for applications that were developed internally and applications that are highly integrated into internal programming. Design import and export routines required for customer data interchange. Develop 3rd-party integrations to communicate directly with client vendors. Follows change management and version control system/processes. Provide support and collaboration as Five Star continues to grow and upgrade support systems. Essential functions are; System order scripts including imports, exports, and data conversions, develop application services to interact with customer systems, script and data layout documentation. Monitoring and successful resolution of work order tasks as required.

**Minimum Education:** Associates  
**Minimum Years’ Experience:** 2

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.