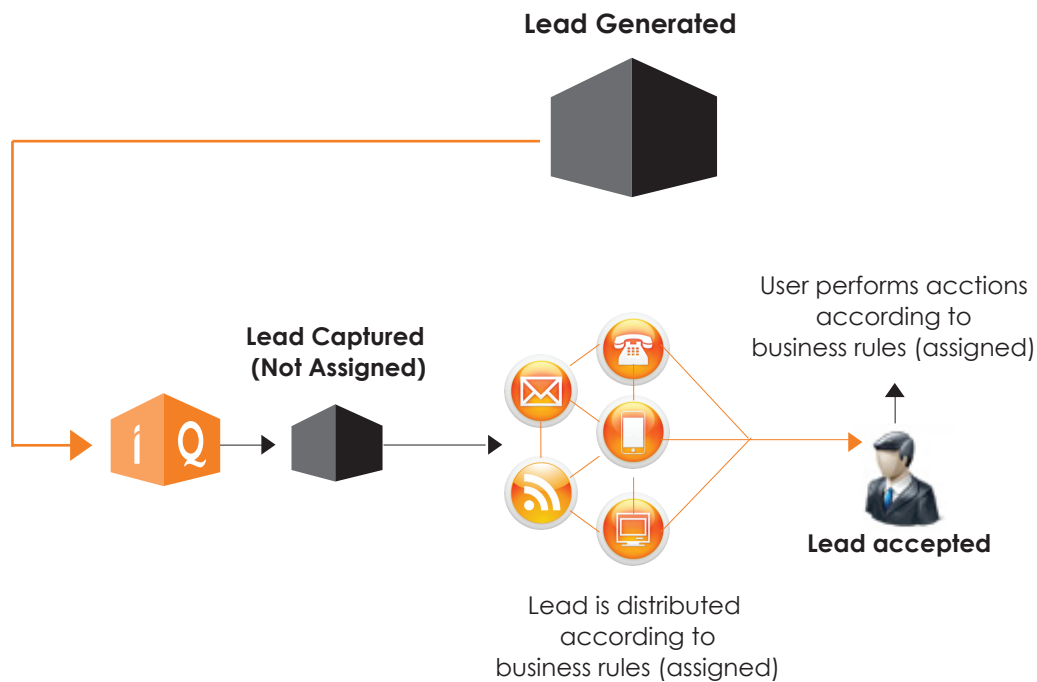


OVERVIEW

The following document outlines how a lead is managed once it generated and captured by iQ office. Refer to the lead sources and lead distribution sheets for a breakdown on how leads are generated and distributed by iQoffice.

- 1) Global business rules are set in back office.
- 2) Lead is generated.
- 3) Lead is captured (not assigned)
- 4) Lead distributed according to global business rules (assigned)
- 5) Lead is accepted
- 6) User action based on global business rules (status changes)



*iQ office, iQ web & iQ voice form our integrated lead generating system.