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**FOR IMMEDIATE RELEASE**

Release # 00-03A

## **INBOUND BUSINESS GROWING AT INFOCISION**

*Akron, Ohio, January 30, 2000*—For the first time since it began offering inbound call services nearly five years ago, InfoCision Management Corporation has broken into the ranks of the top 50 inbound teleservices firms in the world. A recent release by *Call Center Solutions* magazine listed InfoCision as number 49 in its annual Top 50 listing of teleservices agencies. InfoCision has long been a leader in outbound telemarketing, moving up on this year's list from 26 to number 20.

InfoCision recently made a substantial commitment to grow the inbound portion of its business by appointing Senior Vice President, Telemarketing Operations Steve Brubaker to head inbound development efforts. Executive Vice President and COO Tim Twardowski announced, “we want to be able to offer Fortune 1000 companies the same level of marketing expertise, technical capabilities and unmatched commitment to quality that has made us a leader in outbound sales.”

“Inbound programs are gaining momentum,” according to Senior Vice President, Marketing Nick Stavarz. “We have been recognized in the industry as a premier outbound agency for nearly fifteen years. Our goal is to offer top of the line inbound as well as web based solutions in order to help our clients strengthen relationships with their customers.”

InfoCision's investment in technology, management and training gives the company capabilities simply not found in other agencies. Using the Aspect<sup>™</sup> automatic call distributor for inbound calls in combination with the Melita<sup>™</sup> predictive dialer, InfoCision is able to deliver cost-effective inbound solutions such as true call blending, shared and combination blended/shared environments that keep client costs down. According to InfoCision's Inbound Manager Paula Stokes, “this unique combination of technology and call center management from our state-of-the-art headquarters command center allows us to optimize communicator time and provide a much higher than average service level, while keeping costs under control. Our abandonment

rate is very low and customer wait time is minimized.” Recent statistics show InfoCision communicators answer 97 percent of inbound calls within 20 seconds, while the industry norm is 80 percent within 20 seconds.

InfoCision delivers the following inbound services: straight inbound with dedicated communicators, blended or shared environments, interactive voice response (IVR), voice mail with customer call back during peak and off hours, and web-enabled customer call-back. According to Commercial Account Executive Jason Jalkower, “our comprehensive disaster recovery plan, complete with redundant systems, allows us to quickly switch operations to another location should disaster strike one of our call centers.” This, combined with a well-tested data and physical security system, allows InfoCision to safeguard client information and guarantee uninterrupted service.

InfoCision currently provides a wide variety of inbound services to both corporate and fundraising clients. They include: response to marketing messages, outbound messages with toll-free call-back numbers, customer care, billing inquiry, help desk support, technical support, frequently asked questions (FAQs), customer and donor acquisition and retention, surveying and education.

The hallmark of InfoCision’s business has always been an unparalleled dedication to quality control. With a supervisor to communicator ratio of 1:7, quality checks at three different levels and concrete measurement techniques in place for inbound programs, the company offers a consistent level of communicator performance and an extremely high level of customer and donor satisfaction.

InfoCision operates 13 call centers at five locations in Ohio and West Virginia and employs approximately 1,600 people. The company plans to open additional call centers during the first half of 2000.