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InfoCision Receives ATA-SRO Accreditation

Puts InfoCision at a competitive advantage within the teleservices industry

Akron, Ohio, August 28, 2009 – [InfoCision](#) is pleased to announce that it has received accreditation from the [American Teleservices Association](#) (ATA) [Self Regulatory Organization](#) (SRO). InfoCision is only the second company worldwide to achieve this prestigious accreditation for upholding the highest standards of quality and compliance in the teleservices industry.

The American Teleservices Association created the ATA-SRO in 2006 to encourage and enable self-monitoring of compliance standards and rules defining appropriate teleservices practices. The goal is to deliver a positive teleservices experience for consumers and to open up a more proactive dialogue inside the teleservices community, as well as with government regulators. By tackling tough issues that would otherwise face government scrutiny, the SRO seeks to understand the issues that negatively affect consumers and how they impact the industry. As part of this process, the ATA-SRO developed the accreditation process in cooperation with the FTC, who reviewed the process and offered their input.

Many in the industry foresee ATA-SRO Accreditation setting a new standard for quality in the teleservices industry where companies will only hire accredited call centers to handle their business. The ATA has indicated that some company members in the cable and consumer entertainment industries are already requiring accreditation of their vendors, or at least making it part of the inquiry process.

“As a recognized leader for teleservices excellence, we are proud to be setting a new trend in the industry,” commented [Steve Brubaker](#), InfoCision senior vice president of corporate affairs. “Since we are just the second company to achieve this distinction, it puts us at a competitive advantage over virtually every other call center provider. Over time I expect accreditation to gain wider recognition.”

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InfoCision Receives ATA-SRO Accreditation Cont.

The in-depth, three-step accreditation process was overseen by external auditor, Michele Shuster of [MacMurray, Petersen and Shuster, LLP](#), who reviewed InfoCision's federal and state compliance policies and procedures, as well as InfoCision's adherence to accepted industry best practices. Shuster then recommended InfoCision's accreditation to the SRO Board of Trustees and the ATA Board of Directors who unanimously approved her recommendation at their most recent meeting.

"In observing the creation of the accreditation system, it was clearly an intense process on which a number of industry leaders worked for the past four years," said Brubaker. "Companies that receive accreditation are those that not only follow all federal and state laws as they pertain to inbound and outbound calling, but also follow a set of industry best practices designated by representatives of the top teleservices companies in the world. I have no doubt that the ATA-SRO's accreditation program will make the teleservices industry stronger and more respected in the years to come."

The first company to become accredited by the SRO was the Madison, Wisconsin-based teleservices firm Charlton, who participated in a beta test to help define the accreditation procedures. Currently three companies are accredited with several more going through the accreditation process.

[About InfoCision](#)

Founded in 1982, InfoCision Management Corporation is the second largest privately held teleservice company and is a leader in customer care services, commercial sales and marketing for a variety of Fortune 100 companies and smaller businesses. InfoCision is also a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. Headquartered in Akron, Ohio, InfoCision operates 30 call centers at 12 locations in Ohio, Pennsylvania and West Virginia. InfoCision has been named one of the top ten best employers in Ohio by the state chamber of commerce. For more information on InfoCision please visit www.infocision.com.

[About American Teleservices Association](#)

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA's strong advocacy at the national and state level; advanced and timely educational opportunities and business building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals. www.ataconnect.org