



Matthew Feltrup
Public Relations Specialist
(330) 670-5089
Matthew.Feltrup@infocision.com

Or Gretchen Fri
Public Relations Coordinator
(330) 670-5079
Gretchen.Fri@infocision.com

For Immediate Release
April 1, 2008

InfoCision Management Corporation Receives 2008 CRM Excellence Award

Akron, Ohio, April 1, 2008 – InfoCision Management Corporation, a leading provider of inbound and outbound marketing and customer care service has earned [Customer Inter@ction Solutions](#) magazine's 2008 CRM Excellence Award for enhancing customer relationships and extending the customer life cycle. This is the fourth time InfoCision has been honored with this award.

InfoCision's winning entry outlined the value of using celebrity / corporate spokespersons to record hold messages for inbound queues as opposed to using standard non-recognizable talent. These messages were used in an effort to decrease abandoned calls and at the same time increase sales.

The Ninth Annual CRM Excellence Award winners were chosen on the basis of their product or services ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer. The CRM Excellence Award is based on hard data, facts and numbers demonstrating the improvements that the winner's product has made in a clients business.

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. InfoCision operates 33 call centers at 13 locations in Ohio, Pennsylvania and West Virginia. For a third consecutive year, InfoCision has been named one of the top [ten best employers](#) in Ohio by the state chamber of commerce.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.