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Call center quality has become a key differentiator for forward-thinking companies

Akron, Ohio, June 25, 2009 – For many years, when an organization decided to turn to a call center outsourcer to make and take phone calls on its behalf, there was just one major consideration when choosing the provider: Cost. Times have changed, however, and now organizations are beginning to see call centers less as a necessary expense and more as a strategic avenue through which they can engage and retain customers.

“With the hard economic times, companies are looking for teleservices providers that can not only deliver expertise, but also emulate the true culture of their company,” said Dana Allender, director of business development for teleservices company [InfoCision Management Corporation](#). “Bottom line, they don’t need a call center, they need a solution to assist in achieving their business objectives. The solution needs to be flexible, scalable and easily deployed, while generating quantifiable and measurable results.”

No longer do companies want a call center that just handles its calls, but they want a strategic partner that serves as an extension of the company, and understands the specific needs of its customers. Using a call center that [focuses on quality](#) and strives for 100 percent customer satisfaction gives an organization a competitive advantage over competitors that take a cost-savings approach to their phone-based marketing and customer service. But the call center must be able to do more than just talk a good game; it must be able to deliver the results it promises.

“People expect performance right out of the gate; they need to see how it impacts their profits,” said Allender. “The call center company needs to prove to you that it can execute strategy and produce [results at or above your expectations](#), whether it is generating new sales, reducing costs or retaining customers. They should be a partner that you bring to the table at the beginning so they not only understand your objectives but also provide insights from their years of experience on how to achieve those objectives and overcome any challenges.”

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One challenge for marketers today is that consumers want to be reached in very specific and individualized ways, so to maximize its marketing and customer care efforts companies must have an in-depth understand of its customer base. A good call center company can provide a wealth of experience in targeted marketing to different segments of the market based on multiple demographics.

“Businesses and consumers don’t want to be ‘mass marketed,’ and it’s been cost prohibitive to be able to reach every one of them individually,” said Allender. “We each have our own unique ways of wanting to be communicated with, and it’s up to each company to uncover what that is and deliver it.”

In this economy where competition for customers is extremely competitive, strategic use of call centers can provide a company with far-reaching benefits to achieve its goals and find profitable solutions to unique business problems.

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.

-30-