

OneTouch Direct Announces Major Network Infrastructure Investment



ONETOUCH
DIRECT

Avaya Partnership Provides OTD's Clients with Superior Customer Service Capabilities

OneTouch Direct is pleased to announce our recent commitment to a nearly \$2 million investment in a major system upgrade with industry leaders, Avaya (NYSE:AV) and Avaya's platinum partner, Vocalcom.

Even in these difficult economic times, OneTouch Direct (OTD) has enjoyed year over year growth in sales annually and we are committed to strategically reinvesting in advanced technological solutions designed to help our clients meet and exceed their own revenue goals. We are announcing our purchase of an Avaya switch coupled with Vocalcom software scripting and reporting capabilities. This upgrade will significantly improve our client's operational efficiency by providing the superior systems and tools our OTD teams need to accomplish their objectives. By enabling our clients and our team members to be more successful, we will fuel OTD's growth overall.

"Our clients expect best-in-class systems capabilities to ensure their customers receive the exceptional service they demand across all forms of communication – including email, chat and phone support," stated Joseph Mole, OTD President. "We hire the best in class at OTD and now our teams will have the latest and best technology at their fingertips."

Benefits from the Avaya/Vocalcom investment include:

- **Fully integrated customer experience** – We will deliver a consistent experience across Inbound and Outbound calls, Web-to-phone, Chat and Email.
- **Increased efficiencies and advanced reliability** – A multi-redundant platform ensures unparalleled system availability, agent up-time, business continuity and disaster recovery
- **Enhanced skill-based routing** – Whatever the contact event may be (call, email, chat, etc.), the new platform will guarantee that it is routed to the agent that is most suited to handle that event across the enterprise.
- **Connectivity to Client Platforms** – Through industry accepted interfaces, client voice and data networks can be integrated seamlessly.
- **Scalable to support 7,000 agents**— This upgrade will enable remote and on-site call center partners to access to Vocalcom's Web-based scripting interface. These agents can be anywhere. They may be remote at home agents or agents at other contact center partners around the world.
- **Improved speed to market**—The new system facilitates development of a script development framework and library of common script functionality.
- **Advanced data reporting**—OTD will have the ability to develop a common database architecture across all campaigns.

OTD's first deployment of the Avaya/Vocalcom solution is scheduled for October with full integration by Spring 2010. Future implementation phases will include advanced Web-based reporting and dashboards and the potential for client-managed campaign administration.

"This is a significant investment in our business and we look forward to the feedback from all of our clients as we go through the process. We know that when our teams are successful, our clients are successful, said Mole.

"Investments in downtimes can accelerate growth as the economy turns and we expect to continue to hire and train the best people from our local communities as well as provide more opportunities to all our OTD team members."

We will keep our clients apprised of our system enhancements as we progress through the upgrade process. And in the meantime, we welcome any questions you may have. Please contact 813.549.7500.