

CONTACT 1-2-1



Media Release: 21st July 2003

Contact 1-2-1 wins twice at ATA Awards

Contact 1-2-1 made an impressive debut at the ATA Awards in Adelaide by winning both categories for which it was nominated. The two prestigious awards were won in the categories of "Best Greenfield Site" and "Best under 50 Contact Centre". This was a major achievement considering the company is in its first year of operation. "It was an honour receiving the awards. All the staff and directors have worked extremely hard to create a unique contact centre company. As an outsource provider we had set extremely high standards to help differentiate ourselves in the marketplace and receiving both these awards was the recognition from the industry that we were doing something right", said Joe Tawfik, joint managing director.

Contact 1-2-1 has focused on servicing program-related work for blue chip companies as opposed to campaign-based work. The companies they work with understand the strategic value of the contact centre and want to grow the business using solutions provided by Contact 1-2-1. This strong niche focus is part of Contact 1-2-1's winning formula. "We are passionate about what we are doing for our clients making us carefully select the programs and clients we work with. We do not want to let our customers down by doing a half-hearted job and aim to provide them with excellent service. We have already knocked back programs this year because we did not feel there was a good match with our corporate goals. One of our core aims is to protect and grow the brand of Contact 1-2-1", said Martin Bill, joint managing director.

"We owe our success to our staff and making them happy is our highest priority. They are our most important asset and our family-orientated culture ensures that we all support each other and at the same time no one is afraid to speak their mind if things are not going well. We have one of the lowest staff attrition rates in the industry and we would like to keep it this way. These awards will help enforce Contact 1-2-1 as the employer of choice in Adelaide", said Wayne Boden, client relationship director.

About Contact 1-2-1

Contact 1-2-1 Pty Ltd was founded by Joe Tawfik, Martin Bill and Wayne Boden in 2002. Together, Joe, Martin and Wayne have in excess of 20 years experience in the Call Centre industry.

Services:

- Inbound customer service
- Help Desk
- Inbound telesales
- Outbound telemarketing
- Outbound customer service
- IVR solutions
- Email processing
- Voice recording services
- Monitoring services
- Credit Collection
- Merchant gateway services
- SMS and 2-way wireless solutions
- Concierge capability for Telematics support
- Project Management services
- Pure call centre consulting
- Co-location hosting of server

Major Clients: Mitsubishi Motors Australia, Intelematics Australia, Sky City Adelaide

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