

CONTACT 1-2-1



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Contact 1-2-1 opens new Outbound Centre dedicated to Sales

After 2 and a half years of high growth, outsource provider, Contact 1-2-1 has opened a new outbound centre dedicated to sales. Joe Tawfik, joint Managing Director in Sydney, outlined that the company has defied industry concerns over offshoring to lower cost bases by growing over 100% p.a. for two consecutive years. The opening of the centre marks a major milestone and accomplishment of a key company goal. Our mission statement states that our goal is to:

“Harness the power of customer contact and wireless solutions to accelerate the growth of our client's business”

Our focus has always been to help our clients grow their businesses. It takes a lot of effort and time on both sides to realise this goal. We have been selective in the clients we have taken on board because realistically we cannot devote the required resources with a large number of smaller clients.

Very few outsource providers have been successful in providing both inbound and outbound sales solutions successfully. We thoroughly researched the problems associated with providing both types of services effectively and concluded that the only truly workable solution was to have two centres with their own unique cultures, management styles and reward mechanisms. Getting the environment right is paramount in the equation. It is easy getting a bunch of computers and telephone systems together to make some calls. It is very difficult to get the right balance of culture, people, systems, and structure in place to make it efficient and profitable for both our clients and us, said Joe Tawfik.

The model has paid off for Contact 1-2-1. Already, the outbound centre is at full capacity due to the results already achieved and word of mouth. Over the past 6 months, the centre has generated over \$2.3 million dollars in sales and provided employment to over 100 call centre staff and managers.

Martin Bill, joint Managing Director in Adelaide, outlined that the unique business model has worked very well for Contact 1-2-1 and has enabled many South Australians to benefit from this growth. Contact 1-2-1 delivers services in Adelaide for blue chip companies based in all the major capital cities. The economic benefits to Adelaide have been tremendous.

Martin Bill highlighted the importance of people in the equation and outlined that staff were treated like extended family members.

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About Contact 1-2-1

Contact 1-2-1's mission is to capitalise on the market opportunity that exists with the increasing global pressure on companies to perform in an intensely competitive environment:

“Harnessing the power of customer contact and wireless solutions to accelerate the growth of our client's business”

The company's goal is to work with companies as a strategic partner with the aim of introducing both contact centre and wireless solutions that will assist in differentiating them in the marketplace. By providing solutions that produce measurable value Contact 1-2-1 aims to become a long-term integral provider to our clients.

Our business philosophy is to provide best-of breed solutions that provide low establishment costs and high ROI for our clients.

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