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FOR IMMEDIATE RELEASE

24-7 INtouch Proprietary Software MERLIN Increases Process Efficiency

TORONTO, Ontario. February 4th, 2008 – 24-7 INtouch, a leading multi-channel contact center outsourcer, have successfully developed and implemented the MERLIN Agent Interface™, a proprietary software application that enhances service quality and efficiency. It provides call center agents with consistency in accessing desired information across the entire database of accounts. Since MERLIN's implementation in July 2007, agents have performed more effectively in handling and resolving customer calls.

The user friendly system is applicable to all 24-7 INtouch SMB client accounts, allowing for the identical organization and display of data on the agent interface. These redundancies improve the process of agents handling calls, allowing them to quickly resolve and reduce escalations. Improving and further stabilizing processes cater to the service levels customers expect, and coincide with meeting the standards of the call center industry.

"Initially, we were looking for an out of the box solution that was compatible to our processes, but were unable to find one. Instead, we developed our own that is fully customized to our industry and business needs," says Jeff Fettes, Executive Vice-President and CIO of 24-7 INtouch.

"MERLIN supports the role of our agents, maximizing their performance and our service capabilities."

"As our company grows, it is important for us to maintain a consistent level of quality service to all of our clients" says Greg Fettes, President and CEO of 24-7 INtouch. "The integration of MERLIN in our call handling process is fundamental in ensuring service levels meet industry standards, providing our agents with the tools to effectively serve our clients and their customers."

24-7 INtouch continues to strive for consistent excellence and growth. The MERLIN Agent Interface™ increases process efficiencies and simplifies the training process for agents ramping up. This offers Enterprise level service advantages, provided at a per minute cost, permitting access to advanced technology to all clients.

About 24-7 INtouch

24-7 INtouch (www.24-7intouch.com) is a multi-channel contact center outsourcing company that provides practical and affordable customer relationship management solutions across various industries. Using the most advanced technology in the industry and Certified Sales and Customer Service Representatives, 24-7 INtouch is dedicated to helping clients increase their sales and strengthen their customer service. Currently, the company's primary products are the outsourcing of inbound call center services and live online customer support solutions such as Live Web Chat.