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## **FOR IMMEDIATE RELEASE**

### **24-7 INtouch Appoints New Director of Workforce Optimization and Best Practices**

TORONTO, Ontario. October 27th, 2008 – 24-7 INtouch, a leading multi-channel contact center outsourcer, recently appointed Angela Elkie as the Director of Workforce Optimization and Best Practices. She possesses 14 years of experience in the customer contact and IT industries, with a focus on call center operations.

As Director of Workforce Optimization and Best Practices, Elkie works out of the Winnipeg, Manitoba facility managing activities related to workforce management reporting for contact center operations. She is responsible for the overall development of cost effective staffing and scheduling strategies for all 24-7 INtouch facilities, in addition to initiatives involving quality service levels and client satisfaction.

"24-7 INtouch is continuously pursuing initiatives that will enhance the quality and optimization of our services," says Greg Fettes, President and CEO of 24-7 INtouch. "We are thrilled with this positive addition to our team, and are confident that Angela's extensive experience and skills will help us achieve our goals as our company continues to grow."

Prior to joining 24-7 INtouch, Elkie served as a Director of Operations at Inspyre Solutions Inc. where she managed daily contact center operations and support departments. She handled strategic planning, development, staffing, operational management, client satisfaction and financial performance for multiple accounts. Much of her experience involved managing remote locations in both Canada and the United States.

"It is exciting to be a part of a company that commits to their people and processes," says Angela Elkie. "24-7 INtouch already maintains a reputation for quality services, as I hope to continually optimize and improve process efficiencies to exceed performance expectations."

#### **About 24-7 INtouch**

24-7 INtouch ([www.24-7intouch.com](http://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.