



**MEDIA CONTACT:**  
Michelle Gill  
[press@24-7intouch.com](mailto:press@24-7intouch.com)  
1.800.530.1121  
[www.24-7intouch.com](http://www.24-7intouch.com)

## **FOR IMMEDIATE RELEASE**

### **SOCAP Canada Launches with the Help of 24-7 INTouch and Other Industry Leaders**

TORONTO, Ontario, January 12th, 2010 – Chris Wallace, Director of Sales, Enterprise Solutions at 24-7 INTouch played an integral role in the launch of SOCAP Canada at the 2009 Annual Conference in Tucson, Arizona in October 2009. The commencement of SOCAP Canada as a community of SOCAP International comes a year after Wallace and other active SOCAP members initially proposed the idea to the President of SOCAP International, Matthew D’Uva at the 2008 Annual Conference in Miami.

SOCAP Canada was created to address a previous gap in the market for businesses that are located in Canada, or do business in Canada, to have a resource that focuses on distinctly Canadian consumer practices. From the 2008 Annual Conference, 24-7 INTouch became actively involved in candid discussions with other SOCAP members that came to shape SOCAP Canada as it is today, providing webinar series, teleconference calls, meetings, local networking and information and research targeted to Canadian business practices.

“Until now Canadian businesses and those with a Canadian consumer base didn’t have a distinct voice or one single resource for questions to be answered” says Wallace. “Our goal was to address this need so businesses have a resource they can turn to.”

Matthew R. D’Uva, President, SOCAP International supports the launch of the SOCAP Canada Community. “I believe this community will provide valuable educational resources to address the unique interests of businesses serving the Canadian consumer” says D’Uva. “Addressing market trends, customer expectations and the diverse demographics of the Canadian customer will also offer SOCAP members a tremendous opportunity to share best practices on Canadian consumer practices and network directly with Canada’s top leaders in customer care. We appreciate the efforts of 24-7 INTouch in working with our other SOCAP members to launch the Canadian Community.”

Since its launch, Wallace and others have been working hard to spread awareness of this new community. As the Central Canada Representative for SOCAP Canada, Wallace is the main point of contact for businesses in his region, driving membership in the area with the possibility of hosting events in Winnipeg and Regina at 24-7 INTouch in the future.

For more information about SOCAP Canada, visit <http://www.socapcanada.org>.

#### **About 24-7 INTouch**

24-7 INTouch ([www.24-7intouch.com](http://www.24-7intouch.com)) is a leading contact center that provides practical and value-driven multichannel outsourcing solutions across various industries. Aligning the best people, process, and technology in the industry, 24-7 INTouch offers clients a complete contact center solution that adds direct value to their bottom line through service excellence. The company’s primary service offerings are inbound sales, customer care and web-based solutions such as Live Web Chat. 24-7 INTouch services leading brands in both SMB and Enterprise divisions, representing the automotive, retail, financial services, e-commerce, utilities, travel and leisure, healthcare, and food and restaurant industries.

###