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**TeleDirect's CEO Kathleen Kelly Receives Prestigious Lifetime Achievement Award at Customer Inter@action Solutions Magazine's 21<sup>st</sup> Annual Top TeleServices Agencies and MVP Quality Awards Dinner**

President and CEO of TeleDirect International, Kathleen Kelly was honored for her pioneering contributions to the growth and advancement of the contact center industry at Customer Interactions Solutions' award ceremony held in New York City on May 4<sup>th</sup> 2006. The Lifetime Achievement Award recognizes her entrepreneurial spirit, her expertise, and her influential presence in the industry as well as her role in making TeleDirect International a leading provider of call center solutions.

Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of Customer Interaction Solutions, presented the award on behalf of the magazine's editors. He noted that the recipients of the Lifetime Achievement Awards, past and present, are a gathering of luminaries who have exerted exceptional influence on the contact center and teleservices industry. He notes that, "Kathleen has been a major player in our industry and her success is recognized in this award."

Under her leadership since 1987, TeleDirect has grown from a small start up to a significant leader in contact center automation. Its flagship product Liberation 6000 offers contact centers a complete Contact Strategy Management solution for inbound, outbound, blended and unattended agent campaigns. "Our mission is to lead the industry in delivering solutions which maximize agent effectiveness in the contact center", said Kelly. "As a result, our customers have been able to continuously achieve higher levels of productivity with every new release."

In addition to founding two other technology companies prior to TeleDirect, Kathleen has contributed countless hours in serving the Teleservices Industry. She currently serves on the American TeleServices Association (ATA) Technology Committee, the Direct Marketing Association's Teleservices Ethics Committee, and is President of the Arizona Chapter of the ATA.

"I am honored to be recognized with this award. I have witnessed a remarkable transformation in the teleservices industry, and I am grateful for being given the opportunity to participate in that transformation," Kelly states.

**About TeleDirect International**

TeleDirect International is a leading provider of call center automation solutions. Its flagship product, Liberation 6000 offers call centers a complete Contact Strategy

Management solution for such industries as Financial Services, Publishing, Communication Services, Vacation Ownership, and Outsource Services. Typical applications are fundraising, telemarketing, customer service, collections, and research. The Liberation 6000 maximizes agent effectiveness for inbound, outbound, blended and unattended agent campaigns, providing optimum productivity levels in contact centers. To learn more about TeleDirect, visit our website at [www.tdirect](http://www.tdirect).