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LATEST VERSION OF LIBERATION 6000 SOFTWARE FROM TELEDIRECT KEEPS ON TOP OF LATEST CALL CENTER REGULATORY GUIDELINES

System Enables Call Centers to Meet Compliance Requirements Safely and Still Increase Performance

Scottsdale, Ariz., Oct. 20, 2003 – TeleDirect International, a leading provider of customer campaign management (CCM) and predictive dialing software, today announced the latest upgrade of its flagship software, Liberation 6000 v. 6.2.6, available immediately. The newest enhancements deliver additional performance to call centers, including FTC/FCC compliance enhancements to simplify accurate tracking and reporting. And unlike many predictive dialer solutions in the market, Liberation 6000 does not force call centers to disable answering machine detection in order to comply with the compliance requirements.

“The new features of Liberation 6000 deliver a comprehensive contact center solution that enables teleservices organizations to increase performance while complying with the significant technological and operational changes taking effect in 2003,” said Dean Brown, TeleDirect’s vice president of sales and marketing. “Compliance and performance are not mutually exclusive goals for call centers, and that is our message to the market.”

“Not all predictive dialers are alike,” said John Benson, Director ICT for The East Valley Tribune. “We evaluated several systems before deciding that TeleDirect’s Liberation 6000 is the most complete system for our needs. We found that it resolved many issues we had with our legacy systems, like compliance tracking and reporting, and staying well within the limit of abandonment rates and ‘no answer’ disconnects. It also addressed the legal issues brought about by recent telemarketing laws.”

Key Features

In addition to various graphical user interface enhancements throughout, key features of Liberation 6000 6.2.6 include:

- **FTC/FCC Compliance Enhancements** – Using Liberation 6000, call centers will stay safely within the 3% regulated abandoned call rate, have connected calls transferred to an agent within the 2 second requirement, and called parties will have a pre-disconnect message and 15 seconds before the “no answer” disconnect. The software also keeps track of those phone numbers listed on the national do not call registry to ensure that a call center’s database is continually accurate and updated.
- **Real-Time Statistics (RTS)** – Call center supervisors can now monitor statistics from their web browser in real time, including more than 30 detailed agent and

campaign statistics. They can create custom reporting templates and set thresholds in order to alert them when certain statistics, such as daily sales targets, reach predefined levels. The RTS client opens as a separate browser and compiles the campaign and agent statistics in real time.

- **Campaign Commander** – The supervisor station has been enhanced to administer multiple Liberation 6000 platforms, and run consolidated reports from information collected across disparate systems. The modified station has the ability to switch from one Liberation 6000 installation to another, and administer both installations from one central location. Any supervisor station can be turned into a Campaign Commander station.
- **Enhanced Voice Agent** – Voice Agent now supports campaigns that automatically dial and play messages to live connects and answering machines. The supervisor can choose different messages to play for live connects vs. answering machines. When the message is played to a live connect, the called party has the option of pressing the pound key (#) which routes the call back to an available agent. Unmanned voice announcement campaigns enable automatic dials and messages to be played to connects without using up agent licenses.

About TeleDirect

Founded in 1983, TeleDirect International Inc. provides software and services for customer campaign management (CCM) and enterprise automated marketing. Leading companies in the communication services, travel and leisure, publishing and financial services industries have chosen TeleDirect's technology to help improve their business-to-consumer relationships and increase revenues. TeleDirect is headquartered in Scottsdale, Arizona and is privately held. For more information, visit the website at www.tdirect.com or call 1-800-531-6440.

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