



## PRESS RELEASE

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### **TeleDirect Liberation® Platform Improves Sales for Wyndham Vacation Ownership**

*Successful Customer Application Wins “Technovation” Award for TeleDirect*

**Scottsdale, Arizona...January, 2007....**TeleDirect International is pleased to announce it has earned the American Teleservices Association (ATA) “Technovation Award.” Presented at the 2006 ATA Annual Convention & Exposition in Orlando, the “Technovation Award” recognizes technological innovations judged the most effective and influential to Teleservices companies.

TeleDirect won for its “Liberation®” product offering, a technology platform that helps companies accelerate revenues and improve the efficiency of their revenue producers. The comprehensive platform seamlessly integrates Customer Interaction Management (CIM), Customer Relationship Management (CRM) and Workforce Optimization (WFO) applications.

The successful performance of TeleDirect’s Liberation platform at Wyndham Vacation Ownership contributed to the “Technovation Award” win. Wyndham Vacation Ownership, a subsidiary of Wyndham Worldwide, is one of the top three vacation ownership companies in the world. Wyndham chose Liberation® to automate its vacation ownership sales process, and help its agents improve efficiencies and accuracy during the sales process.

*“The TeleDirect Liberation platform completely removed paperwork and automated all aspects of the telemarketer’s job,” said Teresa Holmes, Director of Telesales Technologies, Wyndham Vacation Ownership. We ensured Federal compliance, removed agent obstacles, improved the behind-the-scene operations, streamlined processes, and most importantly, decreased agent training time while increasing sales!” With the flexibility of Liberation, we are able to accommodate the ever changing creativity of the marketing environment - even while the agents are live. We realized our ROI within six months by deploying TeleDirect’s innovative DialogGuide™ desktop application!”*

“We’re extremely happy Wyndham has achieved such notable success with our Liberation platform,” said Kathleen Kelly, TeleDirect’s CEO. “With businesses continually looking for innovative ways to accelerate their revenues, we’ve focused our development efforts on designing a platform that integrates the most valuable CIM, CRM and WFO applications. These tools deliver meaningful and measurable benefits to businesses. ATA’s Technovation award, which was based on our customer’s success story, is especially gratifying and validates our product direction.”

#### **About TeleDirect, International**

Founded in 1983, and based in Scottsdale, Arizona, TeleDirect International, Inc. offers a comprehensive and flexible technology platform for businesses to improve their sales and customer relationships. TeleDirect’s Liberation® platform seamlessly offers and integrates

Customer Interaction Management (CIM), Customer Relationship Management (CRM) and Workforce Optimization (WFO) applications to help companies accelerate revenues and improve the efficiency of their revenue producers. The company's unique solution team has a proven approach to automate processes and measure a company's performance against its established sales and service goals. For more information contact TeleDirect at 1-480-585-6464 or go to [www.tdirect.com](http://www.tdirect.com)

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