



## **Innovative In-sourcer Contact Centers of America Partners with Vertical Solutions using latest SaaS Technology**

*CCA to use and resell VSI's new, Software as a Service (SaaS)  
technology for its on-shore contact center services*

**Cincinnati, OH — June 16, 2009** — Vertical Solutions, Inc. (VSI), an award-winning developer of Contact and Service Management Solutions, announces that Contact Centers of America (CCA), an Orlando, FL-based company that provides technical support and customer service contact center outsourcing services, will use and resell call and service management technology solutions from VSI. The two firms have agreed to partner based on a number of factors, including the advantages offered by VSI's technology to deliver contact center solutions for CCA, and to support CCA's mission of providing on-shore contact center services. The companies estimate that 100 users will be operating on VSI's technology within 90 days, with more than 1,000 expected to be operating within the next 12 months. Projected revenue for the sale will be more than \$1 million.

CCA will use VSI's current PowerHelp 9.5 Service Management Solutions as well as VSI's upcoming SaaS VContact Center solution. This new technology consists of core layers of functionality upon which individual custom applications can be quickly and easily built along side the contact center. The software as a service (SaaS) technology allows VSI to maximize its strengths in integrating disparate technologies into a closed-loop process, automating business processes, and rapidly developing and deploying technology to speed return on investment. By combining VSI's new technology with cloud computing capabilities, end users can access, manage, and store data in their own "personal cloud," without the fear of compromising confidential information, and can connect to this cloud from anywhere in the world.

CCA was founded in May 2008 to provide outsourced contact center solutions to mid-market firms. Its goal is to provide an alternative to offshore contact center outsourcing by delivering an affordable on-shore solution. CCA uses a combination of SaaS-based technology solutions and an innovative workforce staffing model that employs veterans as well as students enrolled in local colleges. CCA matches students with customers that are in markets that mirror their field of study; for example, nursing, EMT, and pharmaceutical majors deliver contact center services to CCA customers in the health field. By working with CCA, students learn marketable and transferrable skills while earning money to further their education.

CCA chose Vertical Solutions and their technology because of its expertise in developing contact center management solutions as well as for its new technology platform that enables the rapid development of custom applications that can be modified by business professionals without the intervention of technical programmers.

“Vertical Solutions is a leader in developing solutions for both field service and onsite support that are easy to integrate and customize, and that approach workflow management from the business perspective, not just from the IT perspective. Its new technology is a perfect match for our strategy to use all on-demand technology solutions,” says Joe Jacoboni, CEO of Contact Centers of America. “In addition, VSI is an ideal partner for us because it shares our values of giving back to the community by hiring and training students and veterans.”

CCA anticipates deploying 100 licenses of VSI’s service management solution within the next 90 days, and expects that number to jump to more than 1,000 licenses during the next 12 months. In addition, it will resell the VSI solution to its customers that co-source with CCA, as well as to companies that manage their customer support with internal teams. Both Joe Jacoboni and Ron Wegmann agree that the growth opportunity of this partnership will provide a huge opportunity within the marketplace and will effectively change how contact center arenas operate on a daily basis as well as how they will progress in the future.

“CCA executives were among the founders of the contact center outsourcing industry, and while offshore solutions have dominated the market in recent years, many companies realize they need more than just low prices,” says Ron Wegmann, CEO, Vertical Solutions. “CCA is bringing customer loyalty and satisfaction back into the equation with its innovative approach and solution.”

#### **About Contact Centers of America**

Contact Centers of America, LLC (CCA) is a new concept in contact center services designed by an industry pioneer, Joe Jacoboni, and staffed by industry veterans who understand the psychology of customer satisfaction and how this psychology changes in shifting economic times. The combination of industry pioneer knowledge, hands-on practical experience with buyer psychology and the incorporation of leading edge technology is a prerequisite for delivering ExtremeCustomerSatisfaction™.

Through this combination of experience and technology, CCA overlays a significant experiential advantage on your product/service offering by nurturing the tentative first time caller or surprising the experienced veteran caller with efficiency and effectiveness. CCA delivers ExtremeCustomerSatisfaction in a way no other contact center can!

CCA delivers ExtremeCustomerSatisfaction to companies and their customers through a:

- consultative solutions-oriented approach to enable a company deliver customer support in a cost effective manner that builds brand loyalty and turns existing customers into enthusiastic supporters
- state-of-the-art hosted on-demand technologies that allow contact center and remote representatives to be closely integrated and monitored to ensure the highest level of customer satisfaction
- strategic workforce management model which uses abundant “natural human resources” available in the United States – students, retirees, stay-at-home parents and veterans, bringing jobs back to America

For more information visit <http://www.contactcentersofamerica.com>, call 1 877 999-6222 or email [info@CallCCA.com](mailto:info@CallCCA.com).

**About Vertical Solutions, Inc. (VSI)**

Vertical Solutions, Inc., develops, implements, and supports its current best-in-class PowerHelp suite of contact and service management software solutions, and its latest technology including VContact Center. PowerHelp is a robust, modular application that offers in-depth functionality for Customer Support, Field Service, Sales/Marketing Automation, and Mobile environments. Companies in a variety of industries and throughout the world use PowerHelp to improve service response and resolution times, reduce the costs of delivering service, capture actionable customer data, seamlessly integrate with external partners, and broaden their portfolio of service offerings. PowerHelp is flexible, integrates easily with legacy systems, and offers one of the industry's fastest deployment times, all of which contribute to its low TCO, and high ROI. The company's customer list is 100-percent referenceable, and includes ACCO Brands (GBC), Reynolds and Reynolds, ABB, Inc., and A. O. Smith Water Products Co. VSI is headquartered in Cincinnati, OH, with offices and partners worldwide. For more information, visit [www.VSI-PowerHelp.com](http://www.VSI-PowerHelp.com) or call 1.800.466.0238.

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