



Customer Inter@ction Solutions® Magazine's
20th-Annual Top 50 Teleservices Agencies Ranking
A Golden Opportunity To Be Recognized For Your Accomplishments



Customer Inter@ction Solutions® magazine's exclusive Top 50 Teleservices Agencies Ranking is designed to recognize teleservices agencies for being the largest agencies in the industry, as measured by the amount of telesevice they have done during the past year. We base our ranking on your billable transport minutes for long-distance telecommunications service. We do not publish this information but use it internally to establish a ranking of submissions. We have found this to be the best method of ranking, as: a.) it does not force privately held corporations (as most teleservices agencies are) to disclose earning statements; b.) it provides a measurement of the amount of teleservices your agency has done, which is a good reflection of your agency's size; c.) it permits us to obtain third-party verification of information you have provided, which also reinforces the ranking's credibility for readers.

In fact, being a member of **Customer Inter@ction Solutions®** magazine's "Top 50" is a prestigious symbol of credibility that purchasers of outsourcing teleservices look for. That's why we say this is a golden opportunity for you and your staff to be recognized for your accomplishments.

To take advantage of this opportunity, however, we urge you to act now to begin assembling the required data. This involves contacting the long-distance carrier(s) that serviced your business from November 2003 through October 2004 (see complete rules on the next page) to obtain an exact total of your billable transport minutes during this period and have those companies provide you with a letter of verification for this information that is signed by a management-level (above account rep) employee of the company(ies). From experience, we know that this can take time and could cause you to miss the January 17, 2005 deadline if left to the last minute.

The Top 50 Teleservices Agencies Ranking offers you and our industry the most honest and reliable ranking upon which major service agency users base their selection decisions, so, please help us to help you by carefully complying with the instructions on the back and returning your questionnaire and verification as soon as possible.

All international teleservices minutes done by U.S. companies will be taken out of the U.S. totals and put in our international category, Category B. Please list international minutes in the appropriate location on page 4.

Please list interactive inbound minutes in the appropriate location on page 4. These will be ranked in the interactive inbound category, Category C.

Results for the OUTBOUND portion will be published in the March 2005 issue of **Customer Inter@ction Solutions®** and the INBOUND portion will be published in the April 2005 issue.

There will be a \$750 processing fee.

Please make checks payable to:

Technology Marketing Corporation. (Reference: Top 50 Processing Fee.)

Please direct any questions you may have to:

Tracey Schelmetic

Customer Inter@ction Solutions®

One Technology Plaza, Norwalk, CT 06854

Phone: 203-852-6800, ext. 133;

Fax: 203-866-3326; e-mail: tschelmetic@tmcnet.com

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Top 50 Teleservices Agencies Official Rules

Please act now to contact your telephone company's(ies) representative(s) to obtain the documentation necessary to apply for a position in **Customer Inter@ction Solutions®** magazine's prestigious "Top 50 Teleservices Agencies" ranking for 2005, as explained below. As in past years, "live" operator calls will comprise Categories A and B. (Category A is domestic [U.S.] service agencies; Category B is the International Category, for all international agencies and international teleservices done by U.S. companies; Category C is for Interactive Inbound calls that are not transferred to a "live" operator. Interactive outbound minutes should not be included in the outbound totals (an example of these minutes would be outbound calling card calls generated through an IVRU). Respondents should only include "live" outbound calls. Results for the outbound portion of the rankings will appear in the March 2005 issue and the inbound portion will appear in the April 2005 issue.

To be considered for the "Top 50," please carefully adhere to the following instructions:

Submit your application materials, along with your \$750 processing fee (payable to Technology Marketing Corporation), POSTMARKED NO LATER THAN JANUARY 17, 2005. This is a firm deadline - to ensure timely publication, extensions cannot be granted.

Complete, in its entirety, our "Top 50 Teleservices Agencies" Questionnaire.

To verify the transport minutes information you provide us on the Questionnaire, submit to us an **original letter (no faxes or copies, please)** from each phone company that serviced your business between November 2003 and October 2004, **on its letterhead**, that certifies THE TOTAL AMOUNT OF TRANSPORT MINUTES (phone line usage) FOR WHICH IT BILLED YOUR COMPANY BETWEEN NOVEMBER 2003 AND OCTOBER 2004. Each letter must certify that the transport minutes information provided on the Questionnaire is true and it must be signed by a management-level (above account rep) employee of that phone company and include that officer's title. It is also advisable for you to review the numbers provided by the phone company(ies) to ensure accuracy. A phone number must be included so we may contact this person for verification.

Minutes that are conducted by other teleservices agencies for your agency will be disallowed. We will use only minutes from centers that are managed by your company, not managed by another agency. We are ranking your company on its amount of teleservices only. Violators will be disqualified.

Please do not send us phone bills.

If you had a client between November 2003 and October 2004 that was billed directly by a long-distance carrier for calls made or taken by your firm, please contact that client to obtain a letter, on its letterhead, that states the usage minutes for which your company worked on its behalf. Please send us the original letter - no faxes or copies, please.

Confidentiality of Billable Minutes Information - Out of respect for the confidentiality of information concerning billable minutes, **we will not publish individual company's numbers in the magazine.** They will be used internally to rank the company's size. We may, however, publish the aggregate number of all Top 50 billable minutes for industry informational purposes. Our staff has been advised that the individual company information must be held in confidence, however, Technology Marketing Corporation can accept no responsibility for an employee who may leave TMC or for whatever reason breaks this confidence. **Only the agency's ranking will be published.**

If you find it impossible to obtain third-party verification for a small portion of your transport minutes because: A.) a foreign-country telecommunications service provider cannot meet the deadline or B.) a client who was billed directly for telecommunication service cannot/desires not to provide verification of transport minutes, we will accept verification from your company's president/CEO for this portion of your total transport minutes. Your company's president/CEO must submit a separate, signed letter on your company's letterhead and include his/her business card. The letter must clearly state the reason third-party verification was unobtainable and verify the transport minutes in question. **Local calling time will not be included in the ranking, unless your phone company can provide verification of this calling time. Your company president's verification of local calling time will not be accepted.** It's important to note that *companies that do not provide third-party verification for their total transport minutes will be marked with an asterisk in the published rankings.*

If you operate in more than one location, please include information from all locations.

Please separate all domestic (U.S.) and international minutes and place them in the appropriate boxes on page 4. U.S. domestic and international will be ranked separately.

Please separate "live" inbound calls (calls answered by live agents) and interactive inbound minutes and place them in the appropriate boxes on page 4. "Live" inbound and interactive inbound will be ranked separately.

If you use more than one phone company, please submit certification from each company separately.

Keep in mind that we ARE NOT looking for your clients' billable hours and DO NOT want to know the dollar amount you were billed - we are looking for total USAGE AMOUNTS (transport minutes that the phone company(ies) used to calculate your bill).

Please do not send your questionnaire and verification by fax.

Please be sure you carefully comply with all application requirements and beat the postmark deadline of January 17, 2005.

Send by mail or overnight carrier to:
Customer Inter@ction Solutions® magazine's Top 50
 One Technology Plaza, Norwalk, CT 06854 USA





Top 50 Teleservices Agencies Questionnaire



The March and April 2005 issues of **Customer Inter@ction Solutions**® will feature the 20th-Annual Top 50 Teleservices Agencies Ranking. (The Top 50 Outbound will be published in the March issue, and the Top 50 Inbound will appear in the April issue.)

To be considered for inclusion in this ranking, you must:

Answer all questions on both sides of this questionnaire and return it with your verification **no later than January 17, 2005**; please include a check for **\$750 processing fee**, payable to Technology Marketing Corporation. (Reference: Top 50 Processing Fee.)

IMPORTANT: Any company that fails to answer all questions on the questionnaire and/or submit verification of its phone usage from a management-level employee (above account rep) of its servicing phone company(ies) will be **DISQUALIFIED**.

For Possible Publication-Please Print

Company _____

Headquarters Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Web _____ E-mail _____

Your name, phone number & E-mail (in case we have a question-this will not be published.)

Name _____ Phone _____ E-mail _____

What percentage of teleservices does your agency do for your parent company, or for a company that owns an interest in your agency? ____ %

What percentage is for outside clients? ____ %

What year did your company begin actively providing teleservices? _____

What is the minimum number of project hours your agency will accept from a client? _____ hrs.

What % of your teleservices is:

Business-to-business _____ % Business-to-consumer _____ %

What % of your teleservices is outbound? _____%

What % of your teleservices is inbound? _____% What % of your teleservices is interactive inbound? _____%

What are your top 3 areas of specialization? _____

Do you have more than one outside client? ____ Yes ____ No

If so, how many? _____ clients

Can you accept work from new clients in the first half of 2005? ____ Yes ____ No

(a) Can you accept work from new clients in the second half of 2005? ____ Yes ____ No

Does your agency provide outsourced e-mail response for clients' Web pages? ____ Yes ____ No

Does your agency answer Web calls or Web chat for clients' Web pages? ____ Yes ____ No



For all of your domestic (U.S.) call center locations

# of lines used solely for live outbound calls	# of lines used solely for live inbound calls	# of lines used solely for interactive	total # of lines in operation	# of workstations	# of full-time TSRs	# of part- time TSRs	# of telecommuters (at home or remote workers)

Number of locations included in above figures. _____

Please list locations (cities & states) of all centers included in above totals: _____

Transport Minutes From November 2003 To October 2004 - Domestic (U.S.)

Include only the minutes used within your facility(ies) or managed by your agency.

Total "Live" Outbound Total "Live" Inbound Total Interactive Total Minutes

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Number of locations included in above figures. _____

For all of your international call center locations

# of lines used solely for live outbound calls	# of lines used solely for live inbound calls	# of lines used solely for interactive	total # of lines in operation	# of workstations	# of full-time TSRs	# of part- time TSRs	# of telecommuters (at home or remote workers)

Number of locations included in above figures. _____

Please list locations (cities & states) of all centers included in above totals: _____

Transport Minutes From November 2003 To October 2004 - International

Total "Live" Outbound Total "Live" Inbound Total Interactive Total Minutes

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Number of locations included in above figures. _____

As an officer of the teleservices agency named on this questionnaire, I certify that the information contained herein is accurate and true. I understand that if the information is found to be false, my company will not be included in this or future "Top 50" rankings. I have read and understood the Official Rules as well as the Publisher's Disclaimer below.

(authorized signature) Title _____ Date _____

(please type/print your name here)

Publisher's Disclaimer: Technology Marketing Corporation is not in any way responsible for errors or omissions. The publisher reserves the right to accept or deny any application that in its judgment does not fully comply with the rules and regulations as set forth herein.

Mail this form, along with your letter(s) indicating your phone usage and \$750 processing fee, by January 17, 2005 to:
Customer Inter@ction Solutions® Magazine's Top 50, One Technology Plaza, Norwalk, CT 06854 USA.

