



**For Immediate Release**

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**For TeleDirect International:**

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**TDI Receives 2008 CRM Excellence Award  
*Liberation*<sup>®</sup> Recognized for Helping Innovate the Customer Experience**

**Scottsdale, AZ – April 4, 2008:** TeleDirect International, Inc. (TDI), a leading provider of revenue-accelerating solutions for the contact center industry, announced today that it has received the 2008 CRM Excellence Award from *Customer Interaction Solutions* (CIS) magazine for its Liberation platform.

"We are pleased that our Liberation platform has been consistently recognized for its innovation in automating and managing the sales and customer experience process," said Kathleen Kelly, Chief Executive Officer at TDI. "Our customers rely on Liberation to increase their revenues, improve close rates and optimize customer interactions. With Liberation, our customers achieve their strategic goals and deliver results!"

Liberation is a comprehensive and flexible technology platform that manages all aspects of the customer/agent interaction within a contact center. Liberation's DialogGuide™ desktop manages the entire sales workflow process to deliver the desired customer experience. Its CampaignManager™ effectively coordinates contact center sales campaigns via the Web, email, and telephone while Liberation's Portfolio™ Performance Management and Reporting solution shows results and trends in sales, productivity, and agent development key performance indicators (KPIs).

"TDI has demonstrated that their products and services have substantially improved the processes of their clients' businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers," said Nadji Tehrani, founder and chairman of TMC, publishers of *CIS*.

The Ninth Annual CRM Excellence Award winners were chosen on the basis of their product or service's ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer. The CRM Excellence Award is based on hard data: facts and numbers demonstrating the improvements that the winner's product has made in a client's business.

The CRM Excellence Award winners for 2008 will be published in the May and June issues of *CIS* magazine.

**About TeleDirect International, Inc.**

TDI is the developer of Liberation® and Encore™, a proven technology platform that helps companies increase revenues and develop their workforce. Liberation manages a contact center's entire sales workflow process, including campaign design and management, and agent effectiveness via an agent desktop; industry templates for ease of integration and operation, and performance management and reporting of results and trends. The Encore Suite maximizes the productivity of a contact center's workforce via integrated voice and screen recording, quality management, coaching, and its Portfolio™ reporting and distribution package. For more information, contact TDI at 480-473-4460 or visit [www.tdirect.com](http://www.tdirect.com).

**About Customer Interaction Solutions**

Since 1982, CIS magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, CIS strives to continue to be the publication that holds the quality bar high for the industry. Please visit [www.cismag.com](http://www.cismag.com).