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***For Immediate Release***

## **Influent's Colón, Panama Contact Center Honored as a "Best In Class" Facility by the Direct Marketing Association's Teleservices Council**

DUBLIN, OH; June 9, 2006 --- The Direct Marketing Association (DMA) has selected Influent's Colón, Panama contact center as an exemplary "best in class" facility. Each year, the DMA's Teleservices Council Programming Advisory Committee identifies outstanding facilities which embody industry best practices and demonstrate leadership in teleservices performance. The Colón contact center was featured in a virtual tour presentation to a packed audience at the 22nd Annual DMA Teleservices Conference held earlier this week in Newport Beach, CA.

Influent, a leading provider of outsourced customer contact solutions with offices in the U.S., Philippines and Panama, created a truly unique conference experience that allowed teleservices executives from around the world to experience Influent's best practices without leaving their seats. A virtual tour DVD described how Influent has developed the facility, including every aspect from the original vision to construction, hiring, and employee development. The center is established at the former Ft. Davis Army base previously occupied by the American military as part of its management of the Panama Canal.

Initial construction of the 70,000 square foot facility was completed in October 2004. As a result of the company's success in handling multi-lingual inbound and outbound programs for several U.S. clients, Influent is in the midst of its phase two expansion that will more than double current capacity. Influent has been able to take advantage of an educated, mature and bilingual workforce in Colón. Stated Sara Meza, Influent's Human Resource Manager in Colón, "Due to the Panama Canal and the previous presence of the American military facility, we have a strong workforce, one that has experience working with American firms and understanding the U.S. business culture."

Andrew Jacobs, President of Influent, noted his decision to build a contact center in Central America was based on workforce considerations and the ease of travel from the U.S. to Panama. "As a result of the Canal in Panama and the U.S. military presence in Panama, there was a very robust telecom infrastructure, which is what one needs in our business. Also, as opposed to other call center locations that take as many as two days to reach, Panama is accessible from many U.S. airports within a few hours."

The nine and a half minute virtual tour DVD was produced by Ohio-based marketing communications agency Communica.

### **About Influent**

Influent provides a suite of inbound, outbound, customer care and business process outsourcing solutions to a wide range of *Fortune 500* firms and other industry leading companies. Privately held and based in Dublin, Ohio, Influent has ten company-owned domestic, near shore and offshore customer contact centers employing over 2,200 people worldwide. To learn more

about Influent, contact Hayley Savage at 614.280.1600, via email at [Hayley@influentinc.com](mailto:Hayley@influentinc.com) or visit [www.influentinc.com](http://www.influentinc.com).

### **About Communica**

Communica, Inc. is a full-service marketing communications agency with offices in Toledo and Columbus, Ohio. Named one of the nation's top 50 B-to-B agencies for the past four years, Communica's capabilities range from mass media to new media, collateral to brand management, sales promotion to public relations. Communica's growth and success is a direct result of its investment in the growth and success of its many client partners. Since 1989, it has served an impressive roster of local, national, and international clients with a successful balance of strategic thinking and creative execution. For more information, log on to [www.communica-usa.com](http://www.communica-usa.com)

