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## **ITC Announces New Brand Name & International Expansion — Inluent to deliver a wide range of customer contact solutions focused on the global marketplace**

September 22, 2003; Dublin, Ohio — Interactive Teleservices Corporation, a leading provider of customer interaction solutions, has completed a significant corporate repositioning and today announces its new brand name, web site ([www.influentinc.com](http://www.influentinc.com)), relocation of its corporate headquarters and global expansion into the Philippines.

This privately-held provider of customer contact solutions has adopted the brand name Inluent to communicate more strongly its commitment to providing a wide range of inbound, outbound and customer care and business process solutions. Inluent has moved to Metro Place in Dublin, Ohio, almost doubling the size of its corporate headquarters.

Outsourcing its customer contact needs has proven to be one of the most effective ways for a business to gain a competitive advantage in today's environment," said Andrew C. Jacobs, President and Chief Executive Officer. "We understand our clients' businesses, maintain a highly trained, motivated and passionate workforce, and partner with our clients to deliver outstanding results in the mission critical areas of customer acquisition, retention and satisfaction."

Inluent provides its customers with a comprehensive portfolio of inbound, outbound and business processing outsourcing solutions. The company has earned an enviable reputation over the last decade for hiring, training and monitoring its representatives to ensure that each not only demonstrates superior sales and service skills, but also a meaningful knowledge of their clients' industries.

"Our clients rely on us to deliver experienced representatives who can speak knowledgeably about their products and can answer questions to provide one-call resolution," explained Jacobs. "Inluent is raising the standard of what companies can and should expect when they outsource their customer interaction initiatives."

Inluent's customer interaction centers can handle hundreds of thousands of customer interactions each month with more than 1,000 work stations located in six domestic locations and their new international site.

The company recently expanded its capacity with the opening in August 2003 of its first offshore facility, in Manila, Philippines, a strategic decision made by Inluent to leverage the location and language advantages available in that country.

"Our business is about access. Our customers rely upon us to deliver live support 24/7 by someone who can speak the language and respond to their needs," said Roger E. Jacobs, Executive Vice President at Inluent, with responsibility for corporate administration, quality and client services. "Many competitors have gone to other offshore locations where the local population did not have the training or language skills to perform. When we made the decision to invest in Manila, we did so to ensure we were expanding in a way to truly serve our clients and we are thrilled with the results."

Inluent's domestic centers are located in Ohio, Kentucky, Nebraska and Wyoming. It plans to open a near-shore site in Panama by year-end. That facility will provide bi-lingual sales and service support and is expected to employ over 500 representatives.

## **Commitment to Industry Expertise**

Influent has continued to outpace the industry in terms of its steady growth and strong financials. Named a "rising star" by a major industry trade publication the company counts Pitney Bowes, AIG and Metris Companies among its roster of well-respected clients.

"Influent's growth has been fueled by our ability to consistently service companies at a deeper and more sophisticated level," said Andy Jacobs. "In terms of our experience, we are unsurpassed in the insurance and financial services and business service industries and we couple that with program enhancements that no other company of our size can come close to."

"There's no doubt our solid growth is due to the fact we know not only our business so well, but our customers business," said Roger Jacobs. "We provide incredibly seamless customer interactions for them."

Influent expects 2003 sales to exceed last year's by a sizable margin, even more impressive given the fact that in 2002, we were only among of handful of like companies that realized a profit during a tough year for our industry in general. "With our new name, larger corporate headquarters and the debut of our facility in Manila, we are poised for tremendous growth," noted Andy Jacobs. "This is an incredibly exciting time for the company."