

To provide you a gauge of teleservices companies' growth, and to provide them with the recognition they deserve for their accomplishments, *Customer Inter@ction Solutions*® magazine developed "The Fastest-Growing Teleservices Companies — The

October 2002 and the one-year period between November 2002 and October 2003. Since we based our ranking on this information, we required the data to be verified through original documentation from the phone companies that serviced the teleservices companies during that two-year period. We also required the signatures of the phone companies' management-level employees.

Teleservices companies that were unable to provide third-party verification for a small portion of their transport minutes — because a foreign country telecommunications service provider could not meet the deadline or because a client was billed directly for telecommunications service and verification could not be obtained — were allowed to have the president/CEO of their company verify that portion of the submission. (Companies in this category are indicated with an asterisk next to the company name in the chart.)

Once qualification was established for the applicants, the companies were divided into two categories: intermediate and developing, based on their number of transport minutes, which were then used to rank the companies. They were ranked by two methods — by their percentage of growth from the first year to the second (obtained by finding the difference [increase] in minutes between the 2002 minutes and the 2003 minutes and dividing that amount by the 2002 minutes), and by the number of net minutes gained from the first year to the second. We have listed the figures for the percentage growth, but we've not listed the figures for the number of net minutes gained nor the qualifying numbers for each size category due to the confidentiality of the number of transport minutes each company produced. In addition, you will find information in the charts on the type of teleservices the companies do.

On behalf of the *Customer Inter@ction Solutions*® editorial team, congratulations are extended to all of the 2004 Rising Stars for their great accomplishments.

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# THE FASTEST-GROWING TELESERVICES COMPANIES — THE ANNUAL SURVEY AND RANKING OF RISING STARS

Annual Survey And Ranking Of Rising Stars." This ranking looks at the companies' growth in long-distance telephone usage, as this provides a verifiable measure of the companies'

amount of telesales/teleservices.

Data were obtained from questionnaires that asked the teleservices companies to document the total amount of transport minutes (phone line usage) for which they were billed for long-distance telephone service for the one-year period between November 2001 and



*"Rising Stars" continued from page 36*

## Ranking By Net Minutes Gained: Intermediate Capacity

Company	Type Of Teleservices	Areas Of Specialization
1. MsourcE Corp.* www.msourcE.net	B-to-B 2%; B-to-C 98% Outbound 48%; Inbound 52%	Financial/banking services, technology and telecommunications, utilities
2. Archway Marketing Services www.archway.com	B-to-B 4%; B-to-C 96% Outbound 1%; Inbound 99%	Retail, transportation, publishing
3. Vision-X, Inc. www.vxi.com	B-to-B 30%; B-to-C 70% Outbound 60%; Inbound 40%	Telecommunications, insurance, financial/banking services

## Ranking By Percentage Growth: Intermediate Capacity

Company	Type Of Teleservices	Areas Of Specialization	Percentage Growth
1. MsourcE Corp.* www.msourcE.net	B-to-B 2%; B-to-C 98% Outbound 48%; Inbound 52%	Financial/banking services, technology and telecommunications, utilities	355%
2. Archway Marketing Services www.archway.com	B-to-B 4%; B-to-C 96% Outbound 1%; Inbound 99%	Retail, transportation, publishing	70%
3. Vision-X, Inc. www.vxi.com	B-to-B 30%; B-to-C 70% Outbound 60%; Inbound 40%	Telecommunications, insurance, financial/banking services	41%

## Ranking By Net Minutes Gained: Developing Capacity

Company	Type Of Teleservices	Areas Of Specialization
1. Hispanic Teleservices Corp.* www.htc.to	B-to-B 0%; B-to-C 100% Outbound 5%; Inbound 95%	Customer care, technical support, inbound sales
2. Alta Resources* www.altaresources.com	B-to-B 64%; B-to-C 36% Outbound 35%; Inbound 65%	Pharmaceutical/healthcare, consumer packaged goods, entertainment
3. Synergy Solutions www.synergysolutionsinc.com	B-to-B 20%; B-to-C 80% Outbound 75%; Inbound 25%	Financial/banking services, publishing, mortgage banking
4. Help Desk NOW, Inc. www.helpdesknow.com	B-to-B 30%; B-to-C 70% Outbound 0%; Inbound 100%	Customer retention, customer service/CRM, technical support
5. Innovative Marketing Strategies www.ims-ca.com	B-to-B 7%; B-to-C 93% Outbound 95%; Inbound 5%	Financial/banking services, fee enhancement services, telecommunications
6. Telerx www.telerx.com	B-to-B 20%; B-to-C 80% Outbound 5%; Inbound 95%	Consumer packaged goods, pharmaceutical/healthcare, durable goods

## Ranking By Percentage Growth: Developing Capacity

Company	Type Of Teleservices	Areas Of Specialization	Percentage Growth
1. O'Curran Teleservices www.ocurran.com	B-to-B 0%; B-to-C 100% Outbound 0%; Inbound 100%	Various dedicated projects	498%
2. Alta Resources www.altaresources.com	B-to-B 64%; B-to-C 36% Outbound 35%; Inbound 65%	Pharmaceutical/healthcare, consumer packaged goods, entertainment	188%
3. Hispanic Teleservices Corp. www.htc.to	B-to-B 0%; B-to-C 100% Outbound 5%; Inbound 95%	Customer care, technical support, inbound sales	95%
4. Unicall International, Inc. www.unicallinc.com	B-to-B 90%; B-to-C 10% Outbound 80%; Inbound 20%	Healthcare, lead generation, financial services, manufacturing	60%
5. Talk2Rep Call Centers www.talk2rep.com	B-to-B 40%; B-to-C 60% Outbound 45%; Inbound 55%	Financial services, healthcare, technology	54%
6. Help Desk NOW, Inc. www.helpdesknow.com	B-to-B 30%; B-to-C 70% Outbound 0%; Inbound 100%	Customer retention, customer service/CRM, technical support	37%