

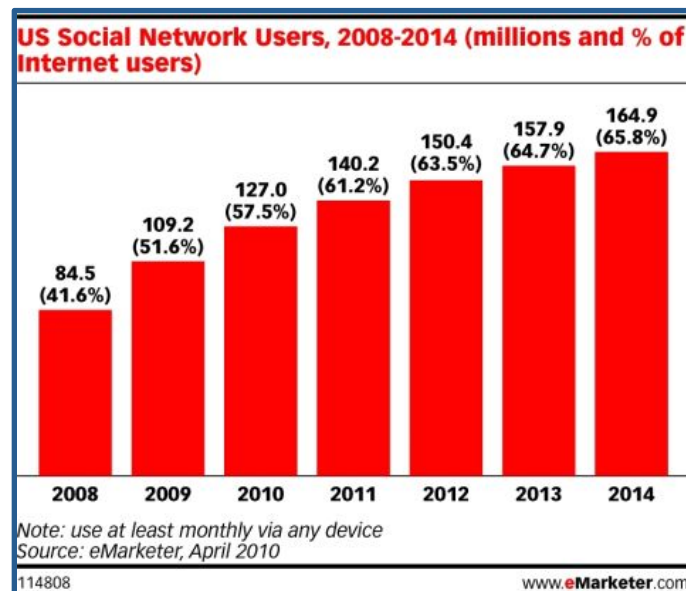


FOR IMMEDIATE RELEASE:

Customer Direct gets “Social” with Monitoring and Interaction Service

St. Louis (February, 2012) – Customer Direct, LLC now offers Social Media monitoring and interaction services as part of its comprehensive suite of customer interaction solutions. With over 940 million users globally, Social Media has become part of the communications fabric of our society. The pervasive nature of this new medium has made its way into the arena of customer service, marketing and brand management. Companies can now “hear” the voice of the customer on a regular basis without the traditional direct contact methodologies of the past. We no longer have to wait for a customer to contact us, or reach out to ask them; the conversation about brands, products and companies is going on all the time.

Social Media continues to grow and now includes 150 million users in the United States alone:



Customer Direct has adopted a system technology that allows for the monitoring and assimilation of all this Social Media 'jabber', and creates an opportunity to proactively manage the process of listening and responding to what is being said. First, the system is setup to monitor the Internet, including social media sites like Facebook and Twitter, as well as relevant blogs, web sites and general Internet traffic.

Next, the system helps categorize the content so that a Customer Direct social media agent can easily read it for relevance and potential action. The social media agent then uses the system to post responses and, as appropriate, proactively remediate customer issues; just as they would if the incident had taken place over a phone call or via a chat session. The system provides extensive reporting on all interaction activity ("posts") and helps marketing and customer service management teams make better decisions about their products, services and brands.

"Social Media presents an unprecedented opportunity for companies to proactively manage their products, services and brands," says Robert Nolan, President and CEO of Customer Direct. He continues, "Customer Direct is in the position to provide a very economical means for both small and large companies to understand what's happening in this new medium, and respond accordingly. Knowledge about what's being said about a company in the Social Media world has become a strategic issue for business managers."

About Customer Direct

Founded in 1997, St. Louis-based Customer Direct provides outsourced call center services for a wide variety of clientele. These outsourced services include customer care, multi-tier technical support and back-office fulfillment. Customer Direct serves a wide variety of domestic and international clients from industries such as hospitality, internet retail, publishing, catalog sales, and health care providers. For more information, visit <http://www.customerdirect.com> or call 1-800-332-3756.