



FOR IMMEDIATE RELEASE

USA800 Helps Boston Apparel Group Continue to Dress Customers in a Recessed Retail Economy.

Kansas City, MO, March 29, 2010 - USA800, the largest employee owned contact center in the U.S., recently won a contract with Boston Apparel Group servicing their two fashion brands, Chadwicks™ and metrostyle®. In 1983, Chadwicks™ was the first company to offer woman the innovative concept of a fashion catalog with the same high-quality apparel found in department stores at a fraction of the price. In an effort to continue their tradition of offering stylish women’s fashion at a fraction of the price, Boston Apparel Group contracted with USA800 to handle their inbound catalog sales inquiries.

In their 25 years in the catalog business, Boston Apparel Group previously handled all calls internally. After conducting an extensive search for an outsourcing partner, Boston Apparel Group selected USA800 due to their lower than average employee retention rates and because they felt USA800 could deliver on their established goals and provide the quality experience customers have come to expect from Chadwicks™ and metrostyle®. Utilizing the services of USA800, Boston Apparel Group plans to increase revenue through improved sales and a better customer experience.

USA800 was able to fully launch the program three weeks ahead of schedule. The program is improving the customer experience through the utilization of USA800’s proprietary eCRM tool, which gives the agent the needed information to deliver on their expected metrics.

About USA800

USA800, Inc. is the largest US based, 100% employee-owned, inbound customer contact center employing 800+ employee owners at its three Midwest based contact center locations. For more than 30 years, USA800 has been providing inbound sales, customer care and technical support functions across a cross section of industries including: Catalog, Consumer Goods, Communications, Financial Services, Government, Healthcare, Insurance, Travel & Leisure, and Not for Profit. USA800 has been named as one of the Top 50 Inbound Call Centers by Customer Interaction Magazine. For more information, contact Tom Davis at tdavis@usa-800.com or go to www.usa800.com.

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