

FOR IMMEDIATE RELEASE

USA800 Has Released a White Paper on What It Takes to Deliver Best In Class Sales Results in the Contact Center Environment.

Kansas City, MO, March 15, 2010 - USA800, the largest employee owned contact center in the U.S., recently released a white paper on the 'Keys to Success' for sales effectiveness in the Contact Center. In this economy, companies need to deliver better results with less (money and resources). In this white paper, USA800 explores the changes in the way companies advertise; the change in consumer buying behavior; and, as a result, the ways contact centers need to change to create, cultivate, operate and motivate a superior sales-focused contact center organization.

The model for success presented in this paper is a proven, real world approach, to equipping and enabling a premier sales contact center to exceed sales and quality expectations for both the company and the customer. It includes industry research on Best in Class company performance as well as a case study from USA800 that provides a 'real-world' example utilizing the approach described in the white paper to deliver success.

By reading this white paper, you should gain insight into the key elements required to develop and nurture a successful sales focused contact center. The white paper, entitled "OPTIMIZING SALES PERFORMANCE IN THE CONTACT CENTER ENVIRONMENT" can be found at www.usa800.com in the Resource Library.

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.

SUPPORTING RESOURCES:

For a copy of the white paper, go to: www.usa800.com/resourcelibrary

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CONTACT INFORMATION: Tom Davis, CEO, USA800, 816-289-5000, tdavis@usa-800.com

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