

**FOR IMMEDIATE RELEASE**

**USA800's White Paper Provides Key Information on the Value of Technology in the Contact Center Environment**

*Kansas City, MO, December 1, 2009 - USA800, the largest employee owned contact center, has released a white paper that discusses the role of technology in the contact center environment. It explores the state of the industry, costs and preferences of customer interactions, the benefits of in-house versus outsourcing, evaluating ROI and a case study relative to the role of technology.*

The white paper provides valuable research and insight on the role of technology in the contact center industry especially as it relates to support self service transactions and the associated cost savings; the state of technology in the outsourced environment; client perceptions about technology in the outsourced versus in-house environments; and future technology trends along with a client case study.

By reading this paper, you should gain insight into the role of technology within the contact center industry and how you can make a better technology decision to support a better, more cost effective customer experience. The white paper, entitled **“TECHNOLOGY – AN IMPORTANT INGREDIENT FOR POSITIVE RESULTS IN CONTACT CENTER OUTSOURCING”** can be found at [www.usa800.com](http://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](mailto:tdavis@usa-800.com) or go to [www.usa800.com](http://www.usa800.com).

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