

MESSAGE PAD PROVIDES OFF-SHORE CALL CENTRE SERVICES – WITHOUT THE TEARS!

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Message Pad, the contact centre services and technology company, today launched the very first Indian bureau call centre in a joint venture with Promyx Outsource Services Pvt Ltd. Message Pad's technology will be used so that the new Indian bureau can become a seamless arm of the established UK network, offering a unique low cost service supported by UK based account management and customer service. This new addition to the Message Pad network gives customers more options for their call handling requirements; the UK network can handle the majority of call with certain call types filtered out to the Indian centre; or simple call types can be handled by the Indian bureau with more complex requirements handled solely by the UK network; or a mix and match approach can be taken with the Indian bureau drafted in to handle peaks in traffic or ad hoc projects.

Bangalore has been chosen as the location for the new bureau call centre, as it has been identified as being the Indian city with the highest qualified staff. In fact, the possibility of such diverse work in a smaller call centre than is usually seen in India has seen a flood of job applications. Paul White, Message Pad's Chief Executive Officer comments, "Our new Indian bureau based service makes a low cost offshore proposition available for the first time to any size organisation. The bureau model means that there is no commitment to volumes or lengthy contracts with dedicated teams; clients simply pay for the time that our Indian agents are actually talking on the telephone. This is a powerful and complementary extension to the Message Pad portfolio and a strong endorsement of our technology which is making its first appearance in an overseas call centre."

Promyx, is part of the Tratum Group of companies, with a presence in the US, UK, India and Singapore. As an off-shore outsourcing organisation, the Group has more than 15 years experience in diverse industries including banking and finance, healthcare, oil/chemical, airline and travel, telecommunications and hightech industries.

Message Pad was established in 1994 to provide a range of call centre services and has since become the UK's largest provider of both bureau services and hosted contact centre technology. With a network of 7 call centres and dual datacenters in the UK, Message Pad also offers its outsourcing clients and technology customers unrivalled business continuity facilities. More information is available at www.message-pad.com

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