



**Media Contact:**

Ellen Pensky  
ellen\_pensky@echopass.com  
925-484-4052 ext 210

## **Echopass Unveils New eServices Offering**

*Subscription-based offering is a low-cost, flexible alternative to premise-based solutions*

**Salt Lake City, UT – (July 22, 2003)** – Echopass, a leading provider of hosted contact interaction solutions, today unveiled a new offering called Echopass eServices, a subscription-based service for mid-tier companies and outsourcers who want to effectively manage online customer communications that come via email and the web. Priced at \$125 per agent per month, the eService offering from Echopass is a low-cost, flexible alternative to premise-based solutions.

Echopass eServices is a comprehensive e-media contact management suite with pre-integrated customer relationship management (CRM) capabilities that deliver a screen pop of customer-related information with the contact. With Echopass eServices, companies can manage online sales and service in real-time using sophisticated software features initially developed for call centers, such as skills-based routing, load balancing, real-time views of contact center traffic, and consolidated historical reporting.

“Echopass’ new eServices offering fills a huge void in the marketplace,” said Vincent Deschamps, CEO of Echopass. “Most companies haven’t made the investment in e-media solutions because of the cost, complexity and maintenance overhead of premise-based products. For a low monthly fee, our subscription-based service makes it affordable to bring online communications into the mainstream of a company’s sales and service operations, regardless of their size and budget.”

### **Echopass customers EMS and U.S. Navy discover eServices to be effective customer and employee communication tools**

EMS, Inc., an outsourced CRM company, provides end-to-end customer service offerings that include email response and web chat capabilities as well as inbound and outbound telephone services. The company reports that its email and live chat volume has increased significantly in the last few years as more people have become comfortable with the Internet.

“Echopass’ eServices technology has helped us stay ahead of the curve and kept us prepared for the new wave of customers we are serving,” said Mitchell Johnson, President and CEO of EMS. “By utilizing the Echopass solution, our clients are able to receive integrated reporting for their inbound telephone, web chat and email support. Our

customer satisfaction has increased dramatically since we have created one consolidated reporting source for multiple mediums of communication.”

Another Echopass customer, The Naval Reserve Personnel Center, also uses Echopass eServices in its call center, which provides a wide range of services to navy staff, reservists and retirees. Call center supervisor Dennis Rumpza reports that their staff of six call center agents uses the multi-media capabilities to their advantage. “Handling inquiries via email as well as the phone increases our overall efficiency and gives navy personnel more options for communicating with us.”

### **Echopass eServices offers many e-media-specific features**

In addition to standard contact-handling functionality, such as centralized administration, predefined service-level objectives, and contact escalation, Echopass eServices includes a number of e-media-specific features, including:

- Auto-responses and auto-acknowledgements for email
- The ability to push pages to customers during a web chat
- The ability to hold multiple web chats simultaneously
- Standard response libraries for cutting and pasting information into email and web chat text boxes
- The ability to track and filter email “threads,” which include the original email and all the subsequent emails associated with it

### **About Echopass**

Echopass Corporation is the leading service provider of on demand contact center solutions for mid-tier enterprises, departments and branches of large enterprises and outsourcers worldwide. With a wide range of flexible inbound and outbound customer contact solutions, Echopass delivers rich functionality that is easy to deploy and use.

Echopass takes the pain and complexity out of implementing telephone and web-based customer contact solutions by integrating best of breed technologies and offering a full suite of service packages on demand. With Echopass, customers enjoy the benefits of high impact, cross channel customer sales and service applications in less time and at a lower cost than traditional, premise-based multi-vendor systems. Founded in 2000, Echopass is privately held, backed by top tier venture capital firms and headquartered in San Francisco, California with a world-class operations center in Salt Lake City, Utah. For more information, visit Echopass at [www.echopass.com](http://www.echopass.com) or call 1-888-622-5345.