



Media Contact:

Ellen Pensky
ellen_pensky@echopass.com
925-484-4052 ext 210

Echopass Announces Next Version of Pre-integrated Solution for salesforce.com
Telecenter 2.0 delivers more productivity features for sales, marketing customer service

San Francisco, CA - (April 14, 2004) - Echopass, the leading service provider of on demand contact center solutions, today announced the availability of Telecenter for salesforce.com release 2.0. First introduced in September of 2003, Telecenter for salesforce.com is the product of an alliance formed by Echopass, salesforce.com, and Genesys Telecommunications Laboratories to deliver pre-integrated, hosted contact center/CRM services to boost the effectiveness and productivity of telesales, telemarketing and customer service teams.

"Unlike their large-enterprise counterparts, mid-market companies often don't have the budgets or IT staff to implement a successful call center," said Laurent Philonenko, Genesys president and CEO. "Echopass Telecenter 2.0, pre-integrated with salesforce.com CRM, delivers Genesys call center software as a pay-per-use hosted service, so companies of all sizes can quickly and easily gain the competitive advantages of an advanced customer service solution."

According to Marc Benioff, chairman and CEO of salesforce.com, "The world has recognized that on demand solutions are easily deployed, highly customizable, and can be easily integrated to form complete end-to-end solutions. The Echopass telecenter offering is a clear example of how on demand services can deliver complete solutions for customers of all sizes."

Echopass Telecenter delivers pre-integrated workflows and on-screen features to streamline the inbound and outbound activities associated with the work of salesforce.com users—placing and

answering calls, scheduling callbacks, and responding to voicemail, email and web chats—without requiring users to leave the salesforce.com application.

1st Credit of America uses Telecenter to Drive Business

Companies like 1st Credit of America are deploying Echopass Telecenter to quickly increase their outbound telesales volume and drive more business. “We selected Echopass Telecenter for salesforce.com to drive business expansion,” said Elie Mellul, chairman of 1st Credit of America. “The integration of Echopass voice services with salesforce.com software will enable us to expand our business rapidly at the lowest possible cost. Telecenter eliminates the need for us to make investments in a technology infrastructure or in equipment. And, because it’s an on demand service offered on a per-user, per-month basis, we can deploy quickly and expand easily as we penetrate new markets and geographies.”

Art Schoeller, Yankee Group Customer Relationship Management Strategies Analyst, also acknowledges that pre-integrated contact center solutions have never been in greater demand. “In the past, small and mid-sized enterprises could not afford to operate feature rich contact centers due to the high complexity and related management costs. Pre-integrated, hosted solutions provide these companies the ability to rapidly expand their customer support and sales tools at a much lower total cost of ownership. For these reasons, Yankee Group views hosted solutions like Echopass to experience rapid growth over the next few years.”

New Productivity Features Enhance Inbound and Outbound Operations

Telecenter Release 2.0 adds a number of new productivity features for both inbound and outbound operations, including:

- IVR integration with salesforce.com for data-directed call routing
- Enhanced screen pop to search and pop any salesforce.com tab based on data in the record or on conditions
- Inbound email and web chat transactions automatically saved to salesforce.com activity history
- Scripting enhancements for logical branching and to allow reps to collect and edit prospect information during a call and to automatically save that data in the appropriate

salesforce.com record

- Enhanced outbound list management, as well as preview and progressive dialing

Echopass Telecenter release 2.0 is available now. For more information, contact Echopass at 1-888-622-5345 or visit www.echopass.com.

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 or call 1-888-622-5345.