

FOR: 3PV - Third Party Verification, Inc.

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## **3PV – Third Party Verification, Inc. Opens State-of-the-Art Call Center**

### **Expansion Needed to Accommodate Growth of Live Agent Verification Services**

**Altamonte Springs, Florida, November 2, 2004** — 3PV<sup>®</sup> – Third Party Verification, Inc., the leader in speech enabled verification solutions, today announced the opening of its new, full service 5,000 square foot state-of-the-art call center, built in response to a significant increase in live agent verifications handled by the company.

The new facility is located in Altamonte Springs, Florida, less than a mile from the company's headquarters. "We have always offered live agent services as part of our automated FastTrak<sup>®</sup> verification service, but in the last year, we've really seen live agent verification business take off," said David Brinkman, 3PV's CEO. "Adding this new center will enable us to deliver the same high quality live agent verification while we grow as a result of landing so many new customers."

"I believe our emphasis on high quality sets us apart from other live agent verification solution providers," added Brinkman. "From the customer's point of view, the third party verification portion of a sales transaction is just another part of the sale – period. Even though the verification process is conducted independently of the companies that hire us, we know that the quality of the TPV process reflects back on the company making the sale."

The company has long believed that live agents managed in a central location outperform agents working from home. "All 3PV agents are supervised employees who meet 3PV's stringent performance standards," said Mr. Brinkman. "We believe in thorough agent training and testing. Not everyone is qualified to be a 3PV agent. We conduct background checks to help ensure sensitive data remains secure."

The call center will house up to 200 employees, all of whom will complete a comprehensive training program to prepare them to serve customers. "We sample and review agent recordings and score each live agent interaction on a 15-point scale," said John Emanuel, 3PV's Director of Customer Care. "If the overall score on any call drops below 96%, the agent is immediately pulled from the floor and retrained."

Each employee will participate in an additional six to eight hours of training every month as part of the company's commitment to provide its employees with the latest tools so they deliver the exceptional customer service 3PV customers expect.

Another reason to locate the call center in the US is growing awareness of overseas outsourcing.

“According to the latest Call Center Study led by Dr. Jon Anton, of Purdue University's Center for Customer-Driven Quality, in conjunction with researchers at BenchmarkPortal, Inc., 65 percent of American consumers would alter their buying behavior toward a company if they knew or had the impression the business was using an offshore call center, regardless of the level of satisfaction the customer received from the call center experience,” said Brinkman. “That’s one more great reason for us to expand right here in Florida.”

### **3PV – Third Party Verification, Inc.**

3PV provides third party verification (TPV) solutions using natural language speech recognition. 3PV blends advanced automated services with traditional live agent functions, resulting in completion rates that average over 98%. The company offers a full range of verification solutions and call recording.

All 3PV verification solutions meet or exceed FCC, FTC and state requirements for carrier, utility and commercial services. 3PV’s state-of-the-art carrier-grade facility ensures service uptime, security and reliability. Visit [www.3PV.com](http://www.3PV.com) for more information.

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