

# Synergy Solutions News

## **SYNERGY SOLUTIONS, INC. EXPANDS INTO BINGHAMTON, NY**

Phoenix, Ariz. – November 2, 2000 – Synergy Solutions, Inc., a premier provider of outsourced customer contact solutions, is pleased to announce the opening of its newest customer contact center in the Binghamton, NY metro area.

In September, Phoenix-based Synergy Solutions opened a fully automated state-of-the-art customer contact center in the Binghamton area. The 75-seat contact center was previously occupied by Harris Interactive, headquartered in Rochester and very well known for its Harris marketing research polls. Harris is in the process of expanding their net-based research capabilities and closed the Binghamton center as part of a corporate-wide consolidation effort. Synergy Solutions negotiated to hire the existing Harris workforce, and sent a tenured start up team to Binghamton to ensure a smooth transition. The new Synergy Solutions center specializes in outbound teleservices and customer acquisition programs on behalf of Synergy Solutions' Fortune 1000 clients. There are future plans to expand into web-based customer contact and support.

The center currently employs 65 professionals, most of whom are full time customer contact representatives. Synergy Solutions plans to expand at this site, and will employ a total of 175 professionals by the end of 2001. The company offers competitive compensation and an outstanding benefits package that provides medical and dental insurance coverage.

Lori Fentem, President of Synergy Solutions, said that the Binghamton area was chosen from among several other cities for many reasons. "We knew we wanted to have a presence in the East, and with this site, we had the opportunity to hire a proven workforce with the experience, education and work ethic consistent with Synergy Solutions' human resource initiatives. In addition, it was a turnkey operation where we could bring in our own equipment and be up and running in record time. The speed with which we could launch operations in Binghamton was critical as demand for our services was much greater than capacity." Fentem also stated that many of Synergy Solutions' clients are located in NY and NJ and having a site in this region is expected to significantly improve efficiency.

Synergy Solutions, which opened in January of this year, specializes in providing innovative customer contact solutions on behalf of Fortune 1000 companies in a variety of industries, including telecommunications, financial services, entertainment, and e-commerce. Synergy Solutions' mission is to utilize proven acquisition and retention techniques to solidify and expand customer relationships through the use of intelligent people and emerging technology.

Synergy Solutions was strategically built from the ground up to combine visionary leadership, experienced management, leading edge technology, and industry-proven processes. This enables the company to offer true multi-dimensional customer contact solutions.

Synergy Solutions headquarters are located at 4451 East Oak Street in Phoenix, Ariz. 85008. For more information about Synergy Solutions, contact Lori Fentem at 1-800-547-0504. You may also e-mail Synergy Solutions at [info@callsynergy.com](mailto:info@callsynergy.com).

# Synergy Solutions News

## **SYNERGY SOLUTIONS EXPANDS INTO BEMIDJI, MN**

Phoenix, Ariz. - April 15, 2002 - Synergy Solutions, Inc., a premier provider of outsourced customer contact solutions, is pleased to announce the opening of its newest customer contact center in Bemidji, MN. This is the third center opened since Synergy Solutions began operations in January of 2000, and brings total employees to nearly 800.

In February, Phoenix-based Synergy Solutions opened a fully automated state-of-the-art customer contact center in Bemidji, MN. The 120-seat contact center was previously occupied by Telespectrum Worldwide, headquartered in King of Prussia, PA. Telespectrum announced its decision to close the Bemidji center, and Synergy Solutions was able to negotiate the acquisition of the facility and most of the existing workforce. The Synergy Solutions management team had operated this facility previously in their roles as senior managers for ProMark One/IDRC, acquired by Telespectrum in 1999. Synergy Solutions worked closely with the Joint Economic Development Commission to assume the lease on the center and save as many as 100 jobs in the community. The new Synergy Solutions center specializes in outbound teleservices and customer acquisition programs on behalf of Synergy Solutions' Fortune 1000 clients. There are future plans to expand into inbound and web-based customer contact and support.

The center currently employs 115 professionals, most of whom are full time customer contact representatives. Synergy Solutions plans to expand its workforce at this site to as many as 200 within the next 12-18 months. The company offers competitive compensation and an outstanding benefits package with medical and dental insurance coverage.

Lori Fentem, President of Synergy Solutions, said that the Bemidji center was chosen from among several other cities for many reasons. "We had worked with the team in Bemidji before and had always been impressed with their outstanding performance and quality. The people of Bemidji have demonstrated a commitment to ethical Teleservices and we are thrilled to be able to save jobs in this community. In addition, it was a relatively turnkey operation where we could bring in some of our own technology and be up and running in record time. The speed with which we could launch operations in Bemidji was critical as we had several clients who wanted us to increase our capacity to provide additional services."

Synergy Solutions specializes in providing innovative customer contact solutions on behalf of Fortune 1000 companies in a variety of industries, including financial services, telecommunications, membership programs, insurance, and publishing. Synergy Solutions utilizes proven acquisition and retention techniques to solidify and expand customer relationships through the use of intelligent people and emerging technology. Synergy Solutions also operates call centers in Phoenix, Ariz. and Binghamton, NY.

Synergy Solutions was strategically built from the ground up to combine visionary leadership, experienced management, leading edge technology, and industry-proven processes. This enables the company to offer true multi-dimensional customer contact solutions.

Synergy Solutions' headquarters are located at 4451 East Oak Street in Phoenix, Ariz. 85008. For more information about Synergy Solutions, contact Lori Fentem at 1-800-547-0504. You may also e-

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# Synergy Solutions News

## **SYNERGY SOLUTIONS EXPANDS INTO REDFIELD, SD**

Phoenix, AZ – April 18, 2003 – Synergy Solutions, Inc., a premier provider of outsourced customer contact solutions, recently announced the opening of its newest customer contact center in Redfield, South Dakota. This is Synergy Solutions' fourth center opened since beginning operations in January 2000, and brings total employees to nearly 900.

The Redfield Center is a 60-seat state-of-the-art customer contact center, previously occupied by ACI Telecentrics. Synergy was able to acquire the turn-key center and enjoy a highly experienced labor pool in Redfield. Synergy Solutions worked closely with the Redfield Industrial Development Corporation to lease the center and create jobs in the community. The new center specializes in inbound and outbound teleservices and customer care programs on behalf of Synergy Solutions' Fortune 1000 clients.

The center currently employs approximately 60 professionals, most of whom are full time customer contact representatives. Synergy Solutions plans to expand the site's workforce to as many as 100 within the next 12 to 18 months.

Synergy Solutions' Chief Operating Officer, Corey Conklin, said the Redfield location was chosen from among several other cities for many reasons. "The people of Redfield have demonstrated superior performance and a commitment to ethical Teleservices over the past six years as employees of ACI Telecentrics. We are thrilled to be able to continue where ACI left off and provide the jobs in this community," Conklin remarked, "In addition, it was a relatively turn-key operation where we could bring in some of our own technology and be up and running in record time. The speed with which we could launch operations in Redfield was critical as we had several clients who wanted us to increase our capacity to provide additional services," he added.

About the company:

Synergy Solutions, Inc. specializes in providing innovative customer contact solutions on behalf of Fortune 1000 companies in a variety of industries, including financial services, telecommunications, membership programs, insurance and publishing. Synergy Solutions utilizes proven acquisition and retention techniques to solidify and expand customer relationships through the use of intelligent people and emerging technology. Synergy Solutions also operates call centers in Phoenix, AZ, Vestal, NY, and Bemidji, MN.

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Synergy Solutions' headquarters are located at 4451 East Oak Street in Phoenix, Ariz. 85008. For more information about Synergy Solutions, contact Lori Fentem at 1-800-547-0504. You may also e-mail Synergy Solutions at [info@callsynergy.com](mailto:info@callsynergy.com), or visit Synergy Solutions at [www.synergysolutionsinc.com](http://www.synergysolutionsinc.com).

# Synergy Solutions News

## Local company named Ernst & Young Entrepreneur of the Year finalist

Phoenix, AZ – June 3, 2003 – Lori Fentem, President and Corey Conklin, Chief Operating Officer, both of Synergy Solutions, Inc. in Phoenix have been selected as one of only 20 Regional Finalists for Ernst & Young's Entrepreneur of the Year awards.

Fentem and Conklin will be traveling to Irvine, California for the June 26th black tie awards event. This year's selection has been even tougher for Arizona companies, as the Arizona region was consolidated with the Southern California Orange County and Inland Empire regions.

"It is a great honor to have been selected as a finalist for the Entrepreneur of the Year," commented Fentem, "This recognition is the result of the hard work and dedication of the entire Synergy team."

Conklin echoed Fentem's sentiments by adding, "Without the strong commitment and outstanding effort of the whole Synergy team, this honor would not have been possible."

Each year Ernst & Young presents its Entrepreneur of the Year award to the most successful and innovative entrepreneurial business leaders. The award seeks to recognize great business achievements around the world. Finalists are selected by an independent panel of judges from diverse industries.

From the 20 finalists, on June 26th one winner will be selected for each of the following categories: Arts & Entertainment, Consumer & Business Services; Defense & Security; Financial Services; Hospitality/Real Estate/Construction; Information Technology; Life Sciences; Networking & Communications; and Retail & Consumer Products.

About the company:

Synergy Solutions, Inc., headquartered in Phoenix, AZ, specializes in providing innovative customer contact solutions on behalf of Fortune 1000 companies in a variety of industries, including financial services, telecommunications, membership programs, insurance and publishing. Synergy Solutions utilizes proven acquisition and retention techniques to solidify and expand customer relationships through the use of intelligent people and emerging technology. Synergy Solutions also operates call centers in Redfield, SD, Vestal, NY, and Bemidji, MN.

Synergy Solutions' headquarters are located at 4451 East Oak Street in Phoenix, Ariz. 85008. For more information about Synergy Solutions, contact Lori Fentem at 1-800-547-0504. You may also e-mail Synergy Solutions at [info@callsynergy.com](mailto:info@callsynergy.com), or visit Synergy Solutions at [www.synergysolutionsinc.com](http://www.synergysolutionsinc.com).

# Synergy Solutions News

Phoenix, AZ – December 1, 2003 – bizAZ Magazine, a Phoenix-based bi-monthly business magazine, recently revealed 10 of the fastest growth companies in Arizona. Synergy Solutions, Inc., led by Lori Fentem, President and Corey Conklin, Chief Operating Officer, were among those selected.

"This recognition is such an honor and truly is the result of the hard work and dedication of the entire Synergy team," commented Fentem, "Despite the economy and other industry factors facing us, we have been able to continue growing by offering excellent service and innovative solutions to our clients." Conklin echoed Fentem's sentiments by adding, "Without the strong commitment and outstanding effort of the whole Synergy team, this recognition would not have been possible."

Companies were judged in the areas of financial performance, employee growth, marketing and product innovation, operational efficiency and industry excellence. Winners, chosen from the overwhelming pool of submissions, were required to be headquartered in Arizona, in operation a minimum of three years and reporting a minimum of \$500,000 in revenue in fiscal year ending 2002; the companies could be either privately- or publicly-held. Financial due diligence was conducted by Deloitte & Touche. Deloitte & Touche and Rayndon Longfellow are award sponsors.