

Sales Portal to Extend to Spanish-Speaking Market with Addition Of Leading Latin American Contact Center Vixicom

Addition Of Vixicom Empowers Sales Portal's Rapidly Growing Roster Of Marketers And Advertisers To Instantly Tap Into The Burgeoning Spanish Marketplace For Product Sales And Lead Generation

For Immediate Release:

MOUNTAIN VIEW, CA – July 21, 2011 – Sales Portal, the first auction-based marketplace for contact centers and marketers, has added Latin American-based contact center Vixicom to its end-of-call revenue enhancement online platform. This addition will provide Sales Portal marketers and advertisers with an immediate, risk-free mechanism for tapping into the vital Spanish-speaking marketplace for product sales and lead generation.

Headquartered in Santo Domingo in the Dominican Republic, Vixicom is a 1,000-workstation contact center that has earned worldwide recognition for its success in handling inbound and outbound telemarketing for many of the industry's high-profile Spanish language direct response campaigns.

"The addition of Vixicom to Sales Portal brings an exciting dimension to our company. Our vast portfolio of marketers will instantly and effectively benefit from Vixicom's extensive experience within the Spanish-speaking marketplace, and especially from the company's unique warm-transfer lead generation offering," said Steve Nober, Sales Portal's Chief Customer Officer.

"Sales Portal has created a breakthrough revenue-maximizing technology for contact centers and product marketers alike and we look forward to delivering our Spanish-speaking contact center capabilities to their diverse base of product marketers and advertisers for mutually beneficial end-of-call revenue enhancement opportunities," said Luis S. Echevarria, CEO of Vixicom.

Nober added, "With the addition of Vixicom, marketers and advertisers can significantly expand their reach into the dynamic Hispanic marketplace."

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Sales Portal is the first auction-based marketplace for companies with contact centers and direct marketers to discover each other to sell and/or buy relevant phone leads. The company's breakthrough auction-based technology connects end-of-call live transfers from contact centers and relevant products from pre-approved marketers/advertisers in real-time - and its cutting-edge lead transfer platform enables the delivery of qualified leads direct from contact centers to marketers and advertisers.

Sales Portal's proprietary technology continuously analyzes which revenue enhancement product delivers the highest relevancy and maximum incremental revenue for contact centers, and provides a corresponding short sales pitch for contact center agents to present to callers – all in real time. And for direct marketers/advertisers, only Sales Portal's technology brings exclusive live leads according to a set of pre-determined specifications, including hours of operation, geographical markets and per-lead pricing.

About Sales Portal

Sales Portal is the online marketplace where enterprises with contact centers easily monetize their call traffic and generate the maximum amount of incremental revenue. Advertisers bid against each other for the contact centers' end-of-call warm transfers and Sales Portal determines the most relevant and highest-bidding pre-approved advertiser and links the two parties to enable the delivery of pay-per-call phone leads. Winner of the 2010 Direct Marketing Association People's Choice Innovation Award, Sales Portal's breakthrough patent-pending technology delivers real-time analytics that offer the metrics contact centers and marketers/advertisers need to maximize revenues.

About Vixicom

Vixicom is a leading provider of cutting-edge customer interaction solutions for companies located around the globe. Providing over 1000 workstations spread across one 6 story facility – and offering a variety of languages that include Spanish, English, French, German, Portuguese, Italian, Creole and Mandarin – Vixicom has earned a global reputation as an elite provider of inbound and outbound services within the Dominican Republic.

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Contact: SSA Public Relations
Steve Syatt
(818) 907-0500
ssyatt@ssapr.com