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Profiles International Announces Sitel as a 2009 Outstanding Client Winner

Waco, TX, January 14, 2010 – Profiles International recognizes Sitel as a 2009 Outstanding Client. Sitel is the only pure play contact center provider, ranked by senior executive end-users of outsourcing, in the top 50 BPO companies in the world.

“As the frontline contacts for some of the world’s most renowned brands, it is our highest priority to employ only the most skilled and appropriate customer care agents,” said Bert Quintana, Global Chief Operations Officer at Sitel. “With access to a tool that allows for customization across multiple client accounts, we are now even better equipped to provide our clients with the highest caliber agents, best suited for each of our individual clients.”

Sitel uses Profiles’ fully customizable online solutions application to develop job match patterns for potential hires, comparing each candidate’s qualities with the attributes of Sitel’s most productive and top performing agents. Sitel has found that by matching candidates to a client’s specific campaign profile instead of a general service profile, it builds productivity and job satisfaction while diminishing negative factors such as stress, tension, conflict, miscommunication and costly employee turnover.

“Major consumer brands are now understanding the importance of differentiating themselves with exceptional customer service experiences,” said Jim Sirbasku, CEO of Profiles International. “Armed with our advanced assessment software, Sitel is able to identify the ideal candidates at the onset, ensuring that each contact center agent possesses the highest degree of qualities necessary to provide excellent service to their customers on a daily basis.”

About Profiles International, Inc.

Profiles International is the world's leader and innovator in selecting and developing high-performance workforces. Profiles International does this through innovative human resource management solutions and a comprehensive suite of employment assessments that help companies worldwide gain a competitive advantage by selecting, hiring, retaining, and developing great talent. Profiles International is the preferred choice of many of the largest companies because of the quality of its products and services, and its consistent revalidation of its diverse collection of employment assessments. For more information about Profiles International's suite of human resource management solutions, visit <http://profilesinternational.com>

About Sitel

[Sitel](#), headquartered in Nashville, Tennessee, is a leading global provider of outsourced customer service for the world’s leading brands with more than 140 customer care sites around the world. Each contact center focuses on developing a global learning culture where all 60,000 associates are on a continuous improvement track. Each member of the Sitel organizations delivers ongoing process improvement initiatives with measurable return on customer investment.