



News Release

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Business Connections Selects Startel's Call Management Center to Increase System Efficiency

Irvine, CA – June 16, 2004 – [Startel Corporation](#), a leading provider of telecommunications solutions, today announced that [Business Connections](#), a provider of call center services, selected Startel's Call Management Center (CMC) to improve business efficiency.

The Startel CMC manages and monitors all communications that take place within an organization. From answering and dispatching calls to scheduling and confirming appointments to creating scripts and distributing surveys, Startel's CMC is a flexible and powerful tool capable of helping small and mid-size organizations improve efficiency, increase productivity and enhance the customer experience.

"Our decision to upgrade was due to the tight integration with Microsoft's SQL software that will enable us to upgrade with minimal disruption to our clients and staff," said Dirk Moeller, manager of Business Connections. "With system downtime forecasted at less than 10 minutes, it will be like changing the tires on a car while we're still driving it! After system optimization, we are expecting to increase efficiency by 15%."

"Startel is very excited to provide our innovative Call Management Center to Business Connections, enabling them to achieve greater system efficiencies to enhance their business," said Sheryl Denny, vice president of Startel. "With Dirk being a member of the SNUG certification team, we look forward to the feedback he will provide in achieving the highest standards set in the industry."

About Business Connections

Business Connections, an Oregon based company and six-time winner of the ATSI award of Excellence, has been providing quality call center service since 1949. With 2004 marking 55 years of continuous 24-hour service, Business Connections began using Startel products in the early 1980's. In 2002 the site received the ATSI Call Center Site Certification in order to help achieve their goal

of +99.99% system uptime and enhancing their dedication to increasing the efficiency of their call center.

About Startel Corporation

Startel Corporation is a leading provider of telecommunications solutions, offering both hardware & software solutions to hundreds of customers worldwide. Since its founding in 1980, Startel has built a loyal customer base in key markets such as Telephone Answering Services (TAS), Healthcare, Higher Education and more. Startel has leveraged its unique industry knowledge to empower call centers to achieve high levels of profitability. It has achieved these goals in industry after industry, deploying reliable, cost-effective and customized telemessaging solutions to its customers. For more information, visit www.startel.com.