



## **News Release**

Media Contact:

Sheryl Denny

Startel Corporation

949.863.8774

[sheryl.denny@startel.com](mailto:sheryl.denny@startel.com)

## **Central Communications Chooses Startel's CMC to Manage its Communications**

**Irvine, CA – June 17, 2004** – [Startel Corporation](#), a leading provider of telecommunications solutions, today announced that [Central Communications](#), a nationwide provider of call center services, selected Startel's Call Management Center (CMC) to improve employee retention and grow its customer base.

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.

"Startel's CMC gives us the tools we need to take our company to the next level. It's a feature rich product that allows us to offer new services and also expand our client base without the typical training headaches," said John Yocca, President of Central Communications. "I anticipate that the CMC will greatly reduce our agent training time, and will also increase employee retention by making the job of a call center agent much easier. Everyone wins; our clients gain access to services we could not previously offer, employee satisfaction increases and our company's bottom line improves."

"When John approached us at the SNUG Conference he was eager to invest in the CMC because of the feature robustness of the product," said Sheryl Denny, vice president of Startel. "We are excited to provide him a solution that will help him achieve his company's goals both now and in the years to come. As Central Communications expands, his team will be able to offer redundancy both from a location and system perspective using some of the most advanced capabilities available today."

### **About Central Communications Answering Service**

Central Communications, located in Riverside California, is a nationwide provider

of call center services. They have been supporting their customers across the United States for over 50 years with quality and experience. Central Communications is considered an innovator in the call center industry, being one of the first to offer web-enabled workstations. They offer triple system redundancy and emergency backup power to go “above and beyond” for their client base.

Adding another layer of redundancy, Central opened a second location in San Clemente, California. This call center will cater to the needs of their Orange County clients but will also serve as a backup center to their Riverside office.

### **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](http://www.startel.com).