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**Contact : Marcy Branum**  
**Phone : +1 (303) 998-0214**  
**Mobile : +1 (303) 709-3889**  
**Email: mbranum@eperformax.com**  
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**ePerformax Global English Training Pushes the Limits to Realize Filipino Potential**

ePerformax Contact Centers & BPO and its trailblazing training academy that provides training to Filipinos who feel they may not have the English skills to work in call centers, is enabling a significant number of Filipinos to realize their potential and join the ranks of the country's fast-growing BPO and contact center industry.

Justin Myers, general manager of the Global Communications & Management Academy (GCMA), ePerformax's training academy, said the GCMA's move to extend training to as long as nine weeks to better prepare trainees with global English communication skills and customer service know-how is now providing ePerformax with a steady stream of new hires.

"At least 25% of our new agents come from the nine-week training program and many are not necessarily graduates of exclusive schools where most recruits have come from in the past. Instead, we are happily discovering that given more training, a lot more Filipinos can benefit from great opportunities offered to those who qualify for BPO work," Myers said.

Since the GCMA's inception over two years ago, Myers has expanded the academy's training curriculum from one global communications course to four and the academy now has over 350 trainees in training each week. Myers said the introduction of the longer six and nine week training courses has unlocked barriers and has allowed ePerformax to broaden training to previously untapped sectors. This new recruitment source has shown that the labor market is not dry. "Filipino talent abounds and the right training and passion for results unlocks all the barriers," Myers said.

Myers said that the training for 'far hires' – the term coined to distinguish them from 'near hires' that typically have prior call center experience – also includes modules on how to effectively establish rapport and handle the needs of American consumers from different backgrounds and areas of the US. -

“Our Fortune 500 clients’ businesses run the gamut from internet to retailing to financial services to telecommunications. Not only do our agents need to understand the business itself, but they need to know how to interact with American consumers from all walks of life. In order to effectively probe, anticipate and understand what the customer on the phone saying, agents have to understand American culture – where the customer from, how they talk, how they describe things. And this training prepares agents to do just that,” he said.

Myers said that once a trainee passes the GCMA course, he or she is ready to be assigned to a client’s program and take the next step in the training process. Throughout an agent’s entire training time (as well as their entire career) at ePerformax, the company utilizes its proprietary Performance Maximization Process to improve the knowledge, skills and behaviors being learned and fine-tuned.

A key component of this process is regular coaching and one-on-one training that occurs when improvements in performance are identified. The goal of this coaching is to enable the agent to take his or her performance to the next level and ultimately to grow his or her career at ePerformax through advancement and promotions.

Teresa Hartsaw, CEO and president of ePerformax said the GCMA’s training and eventual employment at ePerformax transforms the Filipino worker into a global customer service professional. “GCMA global communications training combined with our Performance Maximization approach to attaining the highest levels of performance creates a well-trained, passionate and performance-focused team that is able to successfully support some of America’s most well-known companies,” Hartsaw said.

Through Performance Maximization, ePerformax drives high performance in the organization by providing a consistent system of monitoring and evaluation of performance and regular feedback and coaching. High performers can earn up to 100% of their base pay in a performance bonus that is paid every twice a month.

According to Myers graduates of the longer courses appreciated the big change in their communication capabilities and tended to be strongly loyal to the company as a result of giving them the opportunity. “This added investment on our part to really train our agents, is paying big dividends in terms of the performance we’re able to achieve for our clients and our agents long-term commitment to a career at ePerformax,” said Myers.

**About ePeformax**

For over seven years ePerformax Contact Centers & BPO has been building strategic partnerships in the Philippines with Fortune 500 companies that require English speaking inbound customer service, email and chat services, sales support and back office processing services to deliver superior results in a very cost effective manner. The company is PCI certified and employs a Six Sigma approach to its practices for process and people management along with a highly-experienced U.S. and Filipino management team that enable it to achieve exceptional performance results. ePerformax has two locations in the Philippines that will have a combined 2800 seats by the end of 2009.

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