



For Immediate Release

Contact: Sandra Moran  
703.709.3000 x137

## **APEX COVANTAGE LAUNCHES GLOBAL CUSTOMER CARE NETWORK**

***Clients Can Now Blend Customer Care Activities Across Offshore And Onshore Operations;  
Seamless Customer Experience And Seamless Management Tools Dramatically Simplify  
Globally-Optimized Customer Care***

**HERNDON, VA. – February 19, 2003** – Apex CoVantage, a leading American provider of outsourced customer care services, announced today that it has launched the Apex CoVantage Network, a global network of web-enabled customer care facilities. The Apex CoVantage Network is the first global customer care network offering clients an integrated onshore-offshore customer care solution. With over 3,200 Customer Care Specialists employed at nine facilities in the United States and India, the Apex CoVantage Network provides clients with the infrastructure and flexibility to globally optimize their customer care operations. Apex CoVantage clients can now blend their customer care activities across offshore and onshore operations to deliver the highest quality customer care in the most cost-effective manner.

“We know that many companies are looking at the cost and performance advantages of offshore customer care,” said Shashi Gupta, President of Apex CoVantage. “The Apex CoVantage Network allows companies to shift select customer care activities to offshore facilities in a controlled, incremental and seamless manner. Now companies can gradually evolve their customer care strategy to determine how and where offshore customer care works best for them. That’s what we call Global Customer Care.”

The Apex CoVantage Network currently provides customer care services to leading American companies in the telecom, utility, retailing and education markets, as well as to large universities. Apex CoVantage coordinates each customer care program from its headquarters in Herndon, VA, and the company’s highly trained Program Managers provide a single point of contact for every Apex CoVantage client.

Offshore customer care services are provided by the Apex CoVantage customer care facility in New Delhi, India. This modern facility has 40,000 square feet of dedicated call center space, a TrueDial predictive dialer and high performance Nortel switching equipment (ACD, MUX and PBX). Connectivity to the US telecom network is achieved via a dedicated 2 Mbps redundant fiber optic line. All Customer Care Specialists located in the New Delhi location have, or are currently pursuing, a bachelor’s degree, and all receive thorough professional training in key customer care skills such as rapport building, manners and courtesy, conflict resolution, attentive listening, and effective selling.

**- more -**

## **Apex CoVantage – Page 2**

“Some of our clients are surprised by the superb customer care experience we deliver from our offshore location,” said Shashi Gupta, President of Apex CoVantage. “For these clients, there’s a sense of excitement as they realize that they can safely shift select customer care activities offshore without losing management flexibility or control. The cost savings become larger, and arrive sooner, than initially expected.”

The Apex CoVantage Network provides a full range of Global Customer Care services, including customer acquisition, customer service and technical support. A more detailed profile of these services can be found on the company’s web site, at [www.apexcovantage.com](http://www.apexcovantage.com).

###

### **About Apex CoVantage**

Apex CoVantage ([www.apexcovantage.com](http://www.apexcovantage.com)) is a leading provider of Global Customer Care services to Fortune 1000 companies in the United States, Europe, and the Pacific Rim. The company is headquartered in Herndon, VA, and is affiliated with Apex. Founded in 1988, Apex pioneered offshore IT-enabled services from India to the US market, serving utility and telecom companies, scientific and academic publishers and leading universities. The company also offers airborne asset inventory and inspection services to electric transmission and gas pipeline companies.