

FOR IMMEDIATE RELEASE
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SatCom Marketing named Time Warner Cable's Quality Vendor of the Year for 2012

(Minneapolis, MN) – [SatCom Marketing, LLC](http://www.satcommarketing.com), a teleservices company located in Minneapolis, MN was named the ***Time Warner Cable Quality Vendor of The Year for 2012***. This is the second straight year SatCom has won the award that Time Warner Cable bestows on its top teleservices vendor in recognition of call quality and compliance to national telemarketing standards of conduct. SatCom was also named the *Time Warner Cable Quality Vendor of the Quarter* for the 4th quarter of 2012.

SatCom Marketing, LLC is one of nine Time Warner Cable preferred vendors eligible for the award, which is based on over 5500 randomly sampled customer telephone calls over a 52-week period. The calls were scored by an independent call qualifying firm and are based on 18 different quality criteria including sales technique, product knowledge and regulatory compliance. Leading up to the Vendor of the Year Award, SatCom Marketing was named *Time Warner Cable's Quality Vendor of the Quarter* for 3 quarters in 2012 and has won the quarterly award 7 of the last 8 quarters. SatCom was also the *Time Warner Cable Quality Vendor of the Year for 2011*.

"This award is a testament to the hard work and focus of our entire call center team," said SatCom Marketing founder and President, F. Dale Wunderlich, "Time Warner Cable works with some of the best teleservices vendors in the country and to win this award two straight years against such strong competition makes a real statement about SatCom's dedication to quality."

There are several components to the quality initiative. Live calls are monitored on a daily basis and each week a list of randomly selected call recordings is reviewed by a 3rd party. Over the course of each quarter, every SatCom Marketing agent is monitored at least once and most receive multiple reviews. 97.2% of SatCom Marketing calls were rated good, very good or excellent. SatCom also achieved a score of 99.5% for the month of August which is the highest monthly score Time Warner Cable's third party monitoring firm has ever recorded.

"Winning the Vendor of the Year award is great recognition for our team," said Wunderlich, "But our real objective is to generate quality sales and meaningful customer interactions for our clients. When our clients are successful, we know we've done a good job."

About SatCom Marketing, LLC – [SatCom Marketing, LLC](http://www.satcommarketing.com), is a teleservices vendor specializing in inbound and outbound sales and contact center

services for the Cable, Telecommunications and other industries. SatCom Marketing offers a variety of services including inbound & outbound sales, customer acquisition & retention, product upgrades, customer service and lead generation for consumer and business-to-business markets. SatCom is SRO Accredited by the Professional Association of Consumer Engagement (PACE), the industry's Gold Seal of Approval for quality and performance standards. Only 19 firms nationwide have achieved PACE-SRO accreditation.