

FOR IMMEDIATE RELEASE  
January 17, 2012

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### **SatCom Marketing named Time Warner Cable 2011 Vendor of the Year**

(Minneapolis, MN) – SatCom Marketing, LLC, a Teleservices company located in Minneapolis, MN received the ***Time Warner Cable Vendor of The Year Award for 2011***. This is the first year that Time Warner Cable has bestowed this award on one of its Teleservices vendors, which is given in recognition of call quality, sales performance and compliance to national telemarketing standards of conduct.

SatCom Marketing, LLC is one of ten Time Warner Cable preferred vendors eligible for the award, which is based on over 6000 randomly sampled customer telephone calls over a 52-week period. The calls were scored by independent call qualifying firm, 360 CRM and are based on 18 different quality criteria including sales technique, product knowledge and regulatory compliance. Leading up to vendor of the year, SatCom Marketing was named *Vendor of the Quarter* all four quarters of 2011, a virtual clean sweep.

"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, "I founded SatCom Marketing because I recognized there was a genuine need for a firm that could deliver sales, but not compromise on quality customer interactions. It is humbling to be recognized with this award by such a well-respected company as Time Warner Cable."

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 3<sup>rd</sup> party. Over the course of each quarter, every SatCom Marketing agent is monitored at least once and most receive multiple reviews. 93% of SatCom Marketing calls were rated good, very good or excellent vs. a vendor average of 87%.

Time Warner Cable takes its quality initiative very seriously," said Erica Weisenberg, Director, Sales Channel Development, for Time Warner Cable, "The entire team at SatCom has embraced this initiative and it shows in their quality and sales results. A sincere thank you to SatCom Marketing for being such a responsive partner to Time Warner Cable."

Time Warner Cable will continue this program of monitoring call quality throughout 2012.

In other news, SatCom also received accreditation from the American Teleservices Association (ATA) Self-Regulatory Organization (SRO) on November 1, 2011. SatCom joins an elite group of companies nationwide

who have achieved this prestigious accreditation for upholding the highest standards of quality and compliance in the teleservices industry.

*About SatCom Marketing, LLC – SatCom Marketing, LLC, is a Teleservices vendor, specializing in the cable and broadband communications industries. SatCom Marketing offers call center sales services including outbound sales calls, inbound sales and service calls and surveys for the business to business and business to consumer markets. SatCom is also SRO Accredited by the American Teleservices Association, the industry's Gold Seal of Approval for quality and performance standards. Only 19 firms nationwide are ATA-SRO accredited.*