



## **FOR IMMEDIATE RELEASE**

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### **United eWay Selects C3i to Manage Customer Support for its Campaign Management Solution**

**Morristown, NJ - June 18, 2006** -- C3i's Innovative Customer Support Model Enables United eWay to Improve Customer Satisfaction and Reduce Operational Costs

C3i, a leading provider of CRM and end-user support services, today announced that it will provide customer support for United eWay's Campaign Management and Processing and Distribution services being used by over 1,400 local agencies and clients. United eWay, [www.unitedeway.org](http://www.unitedeway.org), is an integrated suite of products and services organization built to efficiently enable community-focused impact activities. The organization is a wholly-owned non-profit (501(c)3) subsidiary of United Way of America - the national leadership organization for the United Way system.

Highly trained C3i support agents will offer customer support to organizations and donors who use the United eWay Campaign Management Solution. This support will enable United eWay to reduce IT and support costs as well as to improve customer service levels to online donors. In 2005 alone, more than 800 organizations conducted

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their pledge-capture and campaign management function through this service. These campaigns ranged in size and type, but included campaigns of significant scale including Fortune 100 corporations with thousands of employees, donating tens of millions of dollars. Through these campaigns, United eWay disburses money to approximately 2,000 recipient organizations each month.

"C3i's rich set of customer support services, flexibility, experience and ability to rapidly scale its operations allows us to reduce overhead costs and significantly improve customer satisfaction," said Rhonda Veugen, chief support officer for United eWay.

"With C3i's proven on-boarding plan and secure technology infrastructure, we will be able to strategically respond to the critical needs of our business."

"World-class non-profit organizations, such as the United eWay, demand high-quality customer support that enables them to appropriately manage their costs from peak and non-peak call volume periods," said Dave Hanaman, chief sales and marketing officer of C3i. "Only C3i can offer a truly blended and global delivery support model that meets and scales to United eWay's growing operations and unique support requirements."

C3i will be providing support services to United eWay by using a blended on-shore and off-shore delivery model. Business hours support will be provided from C3i's operations center in Morristown, NJ, and after-hours support will be provided through C3i's Global Operation Center in Sofia, Bulgaria.

**About C3i:**

C3i's unrivaled technology and outsourcing services help organizations dramatically improve customer management effectiveness while lowering the total cost of deploying and supporting a clinical or CRM environment. Only C3i provides a complete portfolio of business consulting, systems implementation, technology training, help desk, performance optimization and workstation management services. By combining these end-to-end services in a seamless solution, C3i delivers the best-in-class CRM and business intelligence offerings for mobile professionals supporting global life sciences, clinical, and medical product organizations. C3i has global operations centers in the United States, India and Europe.