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Touchpoint Associates Offers New Program to Support Venture Capital Firms

Memphis, TN – June 28, 2004 – As the technology industry heats up again, Touchpoint Associates, Inc. (formerly Call Center Ideas), a boutique consulting firm that provides innovative approaches to a wide array of contact center and customer experience issues, has launched a new program to support Venture Capital (VC) and Private Equity Firms. Touchpoint Associates (TPA) will work with VC firms during the due diligence period as they seek to validate the customer service support functions of potential investment opportunities. Applying more than 25 years of contact center experience, TPA can provide direction for understanding if the potential investment is sound from a buyer's perspective.

TPA recently worked with Boston based Longworth Venture Partners to evaluate a new venture developing powerful software to track customer experience metrics. Bob Furniss, president and founder of TPA, worked with the investment team at Longworth to help them understand how the new technology company should position its product to maximize market potential. He outlined the industry landscape, provided an overview of the top challenges currently facing contact centers, and helped the VCs explore how the company could make a powerful ROI impact on many medium and large contact center organizations.

"Bob's insight into the contact center space was helpful in making our investment decision," said Bill Sheehan, principal at Longworth Venture Partners. "We talked to many people in the contact center industry, but Bob provided us with the most valuable insight and helped us understand the market related to the investment opportunity."

Gartner recently issued a report on customer service and support stating through 2005, 70 percent of large enterprises will use a minimum of three vendors to create an enterprise customer service and support environment. TPA supports VC firms working with contact center technology companies to help them view the potential from "inside" the contact center. By sharing the company's knowledge and experience, TPA assists VCs and private equity firms in understanding how new ventures will be successful in three key areas – process, organization and technology.

"TPA consultants have worked with many Fortune 500 companies, including FedEx, Delta Airlines, Corporate Express, Dell, and Asurion," said Furniss. "Working with VC firms and sharing our extensive knowledge in the contact center space is a natural extension of our services."

About Touchpoint Associates

Touchpoint Associates, Inc. (www.touchpointassociates.com) is a central source for contact center executives, providing simple, relevant and innovative approaches to a wide array of contact center issues, including changing the culture, managing employees, understanding and improving metrics, reducing costs and implementing new technology.

TPA also offers professional speaking, writing and consultation services born from more than 25 years of customer relationship management (CRM) and customer service experience. Company founder, Bob Furniss, has worked as an agent, manager and executive, and his expertise spans all customer contact channels, including contact center, Web, email, and chat. Furniss is a member of the National Speaker Association and has been a featured speaker and keynote at many industry conferences, including ICCM, CRM Solutions and TopRep. He has been published in many industry publications including *Customer Interaction Solutions Magazine*, *CRM Buyer* and *CRM Magazine*.

About Longworth Venture Partners

Longworth Venture Partners (www.longworth.com) is a Boston-based early and expansion stage venture capital firm with a single-minded focus on partnering with exceptional entrepreneurs to build great technology companies. As entrepreneurs, senior operating executives and investors, they have established a significant track record of building successful companies and delivering superior returns. Current portfolio companies include MCA Solutions, Thor Technologies, Roving Software, Softricity, Kaon Interactive, EnvoyWorldWide, DFA Capital and Marathon Technologies.

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