



## **FOR IMMEDIATE RELEASE**

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### **C3i Successfully Completes Call Center Migration to Wilkes-Barre, PA and Expands "On-Shore" Operations for Clients**

Wilkes-Barre, PA – April 29, 2008 – C3i, Inc., a leading provider of customer service solutions to the pharmaceutical industry, has completed the migration of all customer support operations from New Jersey to its new Wilkes-Barre operations center. C3i commenced operations in Wilkes-Barre in November 2007 and completed the transition over the subsequent five months. C3i has hired and brought approximately 125 jobs to Northeast Pennsylvania. All of C3i's US-serviced clients have now been fully transitioned to the Wilkes-Barre Operations Center. C3i is now taking calls from over 20,000 pharmaceutical sales representatives representing approximately 300,000 inbound help desk calls annually.

The hiring and training of employees as well as the set-up of customer service operations was completed on schedule. "We are thrilled with the quality of the people we hired, their technical aptitude, and the speed with which they learned C3i's

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operations”, commented Bob Piwko, C3i’s Chief Operating Officer. “Our customer satisfaction already averages 93% across our client base. This is simply outstanding”.

In another key development, two of C3i’s larger clients (who were previously supported from multiple locations) have decided to use the Wilkes-Barre operations center exclusively to provide customer support operations. “The quality of the service we have provided and our proven ability to source, hire, and train technical talent in Northeast Pennsylvania were key criteria in our client’s decisions to utilize a total on-shore model”, said Bob Piwko.

C3i’s domestic call center operations are located in a state-of-the-art 25,000-square-foot office in the Corporate Center at East Mountain in Plains. C3i Inc. has global operations in the United States, India and Bulgaria, providing systems implementation, technology training, multi-lingual help desk, provisioning, workstation break fix, and asset management services for pharmaceutical sales and clinical professionals worldwide. To learn more, visit [www.c3i-inc.com](http://www.c3i-inc.com).

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