

## **FOR IMMEDIATE RELEASE:**

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## **Etech Inc. Announces New Line of Business with AT&T Wireless**

**Nacogdoches, TX, October 31, 2007:** Etech, Inc., a global business process outsourcer headquartered in Nacogdoches, has been awarded a click to chat sales program with AT&T Wireless, the largest wireless carrier in the United States. According to Matt Rocco, Chief Operations Officer, "Etech is ecstatic about this new AT&T program. We are ready to deliver quality services to AT&T Wireless by leveraging our proven sales expertise in telephony services while utilizing the evolving click to chat technology. We will launch the program from our Nacogdoches, Texas operation on November 12<sup>th</sup> with ten chat reps, and will grow the team to 40 representatives by the end of the year."

Click to chat is a form of communicating with customers who are online visiting a website. If the customer experiences any issues within the website, or has any questions, the customer can click a button and chat with a live representative to get answers. This form of chat interaction increases customer satisfaction with website transactions, and helps to close sales which may otherwise be lost.

Rocco stated, "Etech is very fortunate to be one of a handful of companies that have earned the right to be a certified partner with Live Person, Inc., the developer and owner of the click to chat software utilized by AT&T. Over the past few years, we have strategically grown Etech's click to chat line of business and will continue to expand these programs. Jim Iyoob, our VP of Global Development, is recognized as one of the premier authorities on click to chat technology."

Patrick Reynolds, Senior Account Leader for Etech explained, "These click to chat programs are premium accounts for our team members. Team members must continue to utilize communication and sales skills, but are able to manage several chats at one time, and enjoy the interactions with the customers. The team members on our click to chat campaigns truly enjoy their jobs. Chat programs will continue to be one of the emerging tools to support e-commerce and Etech is well positioned to be the leading service provider in this rapidly expanding industry."

**ABOUT ETECH** - Etech, Inc. is privately owned and has provided Business Process Outsourcing services since 1997. A Tier One preferred provider for several Fortune 500 companies, Etech has a diverse clientele in the telecommunications, yellow page publishing, national mortgage, and credit card industries.

Etech is a certified Minority-owned Business Enterprise (MBE) and a designated Corporate Plus member with 1500+ team members in facilities in the U.S. and India. Maintaining high standards of quality, customer service and sales skills makes Etech the first choice in providing inbound and outbound sales and service, internet chat, web chat, email fulfillment, and business process outsourcing services. To learn more, visit [www.etechinc.com](http://www.etechinc.com).

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