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Sitel Implements New Technology to Identify Ideal Customer Service Agents

WACO, Texas, December 2, 2009 – [Sitel](#), a leading global business process outsourcing (BPO) provider, today announced its implementation of customized employment assessment software from Profiles International. Profile XT™ from Profiles International tests a potential agent’s professional skill level through a measure of the candidate’s thinking and reasoning style, behavior traits and occupational interests.

“As the frontline contacts for some of the world’s most renowned brands, it is our highest priority to employ only the most skilled and appropriate customer care agents,” said Bert Quintana, Global Chief Operations Officer at Sitel. “With access to a tool that allows for customization across multiple client accounts, we are now even better equipped to provide our clients with the highest caliber agents, best suited for each of our individual clients.”

[Profile XT](#)™ is a fully customizable online application that develops job match patterns for potential hires, comparing candidate qualities with the attributes of Sitel’s most productive and top performing agents. Each assessment can be tailored towards any of the company’s more than 350 clients by company type, department, manager, position, geography or any combination of these factors. Sitel has found that by matching candidates to a client’s specific campaign profile instead of a general service profile, it builds productivity and job satisfaction while diminishing negative factors such as stress, tension, conflict, miscommunication and costly employee turnover.

“Major consumer brands are now understanding the importance of differentiating themselves with exceptional customer service experiences,” said Jim Sirbasku, CEO of Profiles International. “Armed with our advanced assessment software, Sitel is able to identify the ideal candidates at the onset, ensuring that each contact center agent possesses the highest degree of qualities necessary to provide excellent service to their customers on a daily basis.”

About Sitel

Sitel provides customer care for the world’s leading brands with more than 140 customer care sites around the world. Each contact center focuses on developing a global learning culture where all 60,000 associates are on a continuous improvement track and delivering ongoing process improvement initiatives with measurable return on customer investment.

About Profiles International, Inc.

Profiles International is the world's leader and innovator in selecting and developing high-performance workforces. Profiles International does this through innovative human resource management solutions and a comprehensive suite of employment assessments that help companies worldwide gain a competitive advantage by selecting, hiring, retaining, and developing great talent. For more information about Profiles International's suite of human resource management solutions, visit <http://profilesinternational.com>