



## PRESS RELEASE

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### **Guest Direct<sup>sm</sup> Voice Reservation Services Expand in First Quarter of 2010**

**St. Louis (May, 2010)** Guest Direct<sup>sm</sup> has announced that its Voice Reservation services have continued to expand in the first quarter of 2010. The expansion is the result of new business sales to nine hotels located in Illinois, New York and South Carolina. The Voice Reservations services include a variety of after-hours, overflow and completely outsourced solutions.

“We are delighted to be working with these hotels, and excited to help them increase their conversion rates and make the best of every booking opportunity.”, says Robert Nolan, Jr., President of Guest Direct<sup>sm</sup>. Nolan continues, “Our Voice Reservation business continues to expand, and our results in the first Quarter of 2010 are very encouraging. The high level of service we consistently deliver for our existing customers, combined with our new business marketing efforts, have taken hold. We are very optimistic about the continued growth of our Voice Reservations business in the remainder of 2010.”

Guest Direct<sup>sm</sup>, an outsourced contact center with specialized services for the Hospitality Industry, currently serves approximately 5,000 hotels throughout America, Europe and Asia. The Guest Direct<sup>sm</sup> contact center is located in St. Louis, Missouri and employs local talent for its Technical Support and Reservation Agents.

#### **About Guest Direct<sup>sm</sup>**

Founded in 1997, Guest Direct<sup>sm</sup> is a subsidiary of St. Louis-based Customer Direct, which provides outsourced call center services for a wide variety of clientele. These outsourced services include customer care, multi-tier technical support and contact center software. Their domestic and international clients include; the hospitality industry, web retailers, software companies, not-for-profit organizations, financial services organizations, direct marketers, and health care providers. For more information, visit [www.customerdirect.com](http://www.customerdirect.com) or call 1-800-332-3756.