



PRESS RELEASE

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Guest Directsm Reports Modest Growth in HSIA Support Calls from Guests in 1st Quarter of 2010

St. Louis (May, 2010) Guest Directsm has reported that HSIA support calls from hotel guests increased 5% in the first Quarter of 2010 versus the last Quarter of 2009. This increase was measured based upon a comparable pool of over 500,000 hotel rooms that range from economy to luxury classes. While this represents modest growth, it reverses a 14% slide from the third Quarter of 2009 compared to the fourth Quarter of 2009.

“After watching support call volume consistently drop in the last half of 2009, we have seen the start of modest growth in the first Quarter of 2010. It is clear that both the business and leisure traveler is back, and utilizing the HSIA services offered by Hotels.”, says Robert Nolan, Jr., President of Guest Directsm. Nolan goes on to say, “We believe that this modest growth pattern for our support calls will continue during the balance of 2010 and mirror the general rebound in the Hospitality Industry.”

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

About Guest Directsm

Founded in 1997, Guest Directsm 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 or call 1-800-332-3756.