

Digital Dialogue Expands to Accommodate Demand for 24/7 Call Center Services

-Company doubling office space, adding staff in Auburn Hills-

Orlando, Fla., Nov. 18, 2008 – [Digital Dialogue](#), a PSCU Financial Services company and nationwide provider of 24/7 call center operations and software solutions to credit unions, has experienced significant growth, adding 137 new staff members in the past three months and doubling its office space. The news was announced at the BAI Retail Delivery Conference & Expo in Orlando.

In addition to receiving a record of 211,167 calls in July, Digital Dialogue has signed 24 credit unions with average assets of \$672,435,000 since January with a total of 960,000 members serviced. Since May, Digital Dialogue has hired 122 Member Service Representatives, three trainers, seven account managers, and five new IT staff members. Digital Dialogue currently occupies 9,300 square feet of office space in its Auburn Hills headquarters and is expanding into an additional space that occupies 8,300 square feet. Based on the recent demand for its services, the company plans to hire an additional 120 employees over the next year.

Digital Dialogue provides credit unions with the call center tools they need to optimize talk time and reduce abandonment rate, while improving their service levels and single call resolution rate. Digital Dialogue's [CUScripter](#) gives call center agents a detailed script to follow as well as all pertinent member information. In addition to 24/7 call center services, Digital Dialogue offers automated lending, indirect lending, automated decisioning and new member enrollment solutions.

"Our recent growth is a testament to the demand for 24/7 [total member care](#)," said Peter Schmitt, president of Digital Dialogue. "Being located in Detroit, we have been fortunate enough to take advantage of the existing labor market. The demand for our call center services has enabled us to grow in an otherwise depressed economy. We expect to continue growing at this rate for years to come."

Digital Dialogue was acquired by [PSCU Financial Services](#) in March 2007, and has since benefited from the existing credit union relationships PSCU Financial Services has developed over the past 30 years. Corresponding with the Digital Dialogue's growth is increased revenue. In 2007, Digital Dialogue experienced 89 percent revenue growth and has experienced 95 percent revenue this year. Next year, the company expects to grow its revenue another 70-80 percent.

About Digital Dialogue

Digital Dialogue, a PSCU Financial Services company, is the nationwide provider of 24/7 financial call center operations and software solutions for credit unions ranging in asset size from \$5 million to more than \$6 billion. Digital Dialogue products – which

include call center scripting solutions, custom loan applications with credit-union-defined decisioning and new member enrollment with funding and sophisticated cross-selling – are designed around a consistent user interface with the same decision criteria across all channels from the credit union's Web site to its branches to its call center.

Digital Dialogue manages the Financial Service Centers Cooperative's Call Center Outlet, the highest volume outlet in FSCC's shared branch network. For more information, visit www.digital-dialogue.com.