

NuComm To Ring Up Customer Satisfaction For Top North American Consumer Electronics Retailer

St. Catharines, Ontario, October 17, 2005 – NuComm International has been chosen by one of North America's largest consumer electronics retailers to provide a customer satisfaction survey to Internet shoppers. While it is not NuComm's policy to identify its clients or contract details, the undisclosed retailer is focused on ensuring every online order is followed by a 'customer satisfaction' telephone call.

NuComm's advanced capabilities in interactive voice response (IVR) service – specifically, AutoAlert™ – will allow the retailer the flexibility to customize each call. Upon compiling the desired customer information, NuComm's IVR will deliver all data to the retailer for immediate analysis.

NuComm's IVR system will demonstrate its proficiency by working 'behind-the-scenes' with the client's Web Services, thus allowing for the importance of communicating in real-time. It is expected that NuComm's IVR system will generate as much as 4,000 customer satisfaction calls per day for the retailer.

About NuComm

Named one of *Canada's 50 Best Managed Companies*™ in 2001, NuComm has grown to become the largest privately-held Canadian provider of customer relationship management and contact centre services across the continent.

Driven by continuous innovation, NuComm offers a wide spectrum of products and services, including its highly successful OnCall™ pay-as-you-go service and Automated Voice Services business application.

Truly a Canadian success story, NuComm has distinguished itself as one of the premier enterprises in the highly-competitive global contact centre industry.