

# Press Release

## Qualtrak Solutions Ltd

### **Qualtrak and Cascade Global of Kenya forge a close partnership relationship to support the emerging Contact Center market.**

Watford, UK – 2<sup>nd</sup> January 2007. Qualtrak Solutions Ltd, a privately owned company that has developed the unique behavioral online learning solution called Qcoach Learning and a quality monitoring solution for the contact center market known as Qcoach Evaluate, has today announced the strategic appointment of Cascade Global as its Kenyan partner.

The Kenyan government has identified Contact Center outsourcing as a major opportunity for employment. Nairobi has a well educated graduate level workforce with excellent communication skills in English. Cascade Global, a leading outsourcing advisory specialists in Kenya, will supply the Qcoach products and learning content in call handling skills to contact centers seeking to differentiate the ‘Kenyan Brand’ by the quality of call handling behaviors displayed by the telephone advisors.

“We are delighted to be working with such a professional and well respected company in Kenya that will provide its clients with the necessary support to maximise the benefits of the Qcoach products. Kenya is on the threshold of establishing a new industry and has the opportunity to establish a workforce that is well trained, especially in customer care skills, and can therefore offer companies choosing Kenya as its preferred location, a consistently excellent Customer Experience.” Cascade Global’s managing director, Peres Were agrees by adding “We believe that companies are increasingly looking beyond the cost of human resources, having recognised the importance of soft skills in customer retention, ‘sales through service’ and first contact resolution. I believe that Qcoach will offer the right methodology and systems to instil the necessary skills for our clients’ contact center advisors.”