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CXO Global Solutions Announces Business Expansion

Innovative new managed services company provides complete suite of customer management solutions.

Overland Park, Kan., October 24, 2008 – CXO Global Solutions, LLC, an Overland Park-based strategic business advisory firm specializing in customer experience management today announced its expansion into complete customer lifecycle management and managed call center services. The company focuses on helping service-oriented businesses – such as consumer products/services, financial services, direct response marketing and others – acquire, support and retain their customers. CXO helps its clients improve efficiencies and profitability by helping them deliver a superior experience with each customer call or interaction.

The CXO management team brings years of industry experience to provide solutions for clients in three primary areas: Strategic consulting; call center operations management and oversight; Technology solutions for key customer contact reporting and data analysis.

CXO's strategic consulting capabilities encompass all aspects of customer management – from retaining and generating new sources of revenue from existing customers to acquiring new customers. The company provides strategic counsel on communicating with customers, selecting call center vendors, designing a technology roadmap, developing a fraud and collections management capability and more.

The company's **call center operations management and oversight** practice has amassed a number of best-in-class technology and call center providers to drive significant value for its clients. The company has access to 51 supplier locations throughout the world, as well as nearly 10,000 at-home-base agents. CXO's "command center" or "hub and spoke" model ensures that every aspect of a client's call center activities is managed, operated and monitored from one central location, providing efficiency, consistency and the ability to quickly react to customer call patterns and trends. CXO is a supplier-agnostic company, committed to helping clients get the most value and best performance from each of their vendors down to the individual site level.

CXO's technology solutions for reporting and data analysis capabilities provide clients easy and transparent access to the information on what's important in their operations and why. The company's on-demand customer management reporting suite leverages information already present, but not readily available, taking the raw data and turning it into the tools and consistent reports and measures clients need to know how they are doing with *their* customers.

“Our value lies in our ability to hire client-side managers and executives that have already excelled in similar roles to those of our clients,” says Bryan DiGiorgio, chief executive officer for CXO Global Solutions. “We couple that experience with the flexibility of our operating model and global service delivery footprint to create unmatched performance and transformation.

CXO is an industry-leading, supplier-agnostic firm providing one-stop management for a company’s call center operations. CXO Global Solutions headquarters is located at 7400 W. 130th St., suite 150 in Overland Park. For more information, please call 800-CXO-0400 or visit us at www.cxogs.com.

About CXO Global Solutions

CXO Global Solutions is a strategic business advisory and integrated, managed services firm comprised of proven industry-centric senior executives, focused on driving short- and long-term profitable growth. CXO Global Solutions is passionate about supporting great management teams in their efforts to grow and support their customer base, improve profitability and enhance their overall customer experience. The company delivers compelling and innovative value in support of strategizing, implementing and operating customer lifecycle management functions on behalf of its client partners.