



Taction Clients Win Big

Three companies that are clients of Taction — The Contact Center were recently awarded medals by Multichannel Merchant, the industry's voice on catalog and Internet merchandising. The three were among thirty-six 2010 MCM Awards honorees, presented at the Retail Marketing Conference in Orlando, Florida, in May.

Vital Choice took a gold medal for its glorious "Wild Pure Delicious" Holiday 2009 catalog. **La Tienda** won silver for its mouth-watering "The Best of Spain" Holiday 2009 catalog. Both won their medals in the contest's print category for food and gift companies with sales under \$20 million. **Century Novelty** won silver for their website, CenturyNovelty.com, in the consumer specialty products division for websites with sales under \$20 million.

So how does a small contact center attract winning catalogers? Karen Long, customer relations manager at Vital Choice, summed it up, saying that her company sought "hospitality rather than mere effective processing; a contact center not just a call center." Additionally, Taction's flexibility and lower pricing were the lure. Of the contact centers Century Novelty considered, Taction was happy to use their order entry system in real time without charging a premium.

Taction continues to seek like-minded innovators who care about excellence.

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