

Success Story:

**Elevating
customer contact
to the next level**

eStrategy3 Named PREMIER Bankcard's Marketing Partner of the Year

Opportunity:

On March 21, 2006, eStrategy3 was honored to receive PREMIER Bankcard's Marketing Partner of the Year Award for 2005. PREMIER Bankcard, the country's 11th largest credit card provider headquartered in Sioux Falls, South Dakota, has been a client of eStrategy3's since 2002.

Solution:

eStrategy3 provides PREMIER with call center consulting, outsourcing and project management services relative to their credit card marketing efforts.

Each year, the PREMIER marketing team selects an external partner to receive the award. "We work with many, many companies and the entire marketing department participates in the Partner of the Year decision," says Mike Huether, Executive Vice President with PREMIER. "When eStrategy3's name came up this year, there was a lot of enthusiasm about giving them this award. We rely a great deal upon the support and expertise that eStrategy3 provides us."

The award was presented to Sandra Alexa and Sid Scott, eStrategy3's managing partners, at the Broadmoor Hotel in Colorado Springs, CO by Huether and Sharon Baum Crawford, PREMIER's Telemarketing Production Manager, who is eStrategy3's primary day-to-day contact. "Not only is the award a great honor for us," said Alexa, "but it means so much coming from a company like PREMIER that truly understands the value and meaning of true partnership."

Results:

eStrategy3 is a consulting and management firm which utilizes professional evaluation, innovative strategies and integrated solutions to enhance profitability and productivity in all facets of the client's contact center environment, whether it is in-house or outsourced. PREMIER Bankcard is one of the nation's leading credit card providers to the underserved, yet creditworthy market and is committed to creating an environment of teamwork and pride, always working toward the goal of success for its customers, for its partners, and for the PREMIER team.