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solutions inc.



Toronto, Ontario — May 13, 2010 — Miratel Solutions (<http://www.miratelinc.com>), a Toronto based leading provider of inbound and outbound call centre, eCommerce and letter shop mail services, proudly celebrate 10 years in business specializing in charitable lottery management.

Ten years ago, Miratel Solutions opened its doors in Toronto to the world and the rest, as they say, is history. What started out as a 50 seat call centre in the Spring of 2000 has evolved into a 24 x 7, multilingual 160+ seat full-service inbound and outbound contact centre complemented by eCommerce facilities and a letter shop mail house with the entire operation backed by a 40+ seat Business Continuity site.

Miratel began with a dream of providing valuable call centre services to the charitable lottery market in an ethical, professional and cost-effective manner. The founding partners of Miratel were passionate about servicing this growing niche market with the integrity and diligence it deserved. Recognizing that it was a unique type of business, they amassed an experienced management team and created an infrastructure that was expansive and flexible yet secure and reliable to best adapt to their dynamic needs and provide real, tangible value.

Since then, Miratel has become known as an industry leading lottery management centre providing end-to-end solutions including inbound and outbound call centre, eCommerce, finance management, mail fulfillment and draw control. To date they have completed over 100 lotteries and have (very) proudly played a role in helping raise hundreds of millions of dollars on behalf of many important charitable organizations.

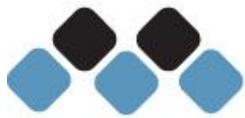
Due to their extensive service umbrella and stellar reputation, they continue to grow their for-profit client base however lottery management remains their core competency. We discussed the anniversary with the co-owners Tracy Ritson and Angela Puzzolanti.

Did you ever imagine Miratel would grow as rapidly as it has?

We knew we had the experience and determination along with a team that shared in our steadfast commitment to high service standards and customer satisfaction. We knew we had the winning formula to inspire growth but we never took anything for granted. Even as our client base grew, we never rested on our laurels. To this day, we know we have to continually prove ourselves and we approach every day with that same motivation. We like to think that our rapid growth over the last 10 years is a true testament to that unwavering commitment.”

A ten year anniversary is a great opportunity to reflect on the business, what brings the most pride?

Many things...first and foremost, we are proud of the clients we have had the privilege to work with over the past 10 years and the very worthy causes we have been able to serve and support. It's been so satisfying to see our successful business partnership grow over the years to encompass inbound and outbound call centre solutions, e-commerce and lettershop fulfillment services. Next would be our amazing employees who arrive ready to give their all every day. It's been an honour to share this journey with them. Finally I would have to say our Corporate Responsibility. From the beginning to the present our goals and mission have remained true. We still retain that same commitment to the highest standards of integrity, workplace conduct and business ethics. We take great pride in our social justice mandates and many green initiatives and relish now being recognized as a “green” call centre.



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How do you feel the call centre industry has changed most and how have you responded?

The biggest change would be the shift of larger corporations to low-cost call centres overseas. However, companies have since realized that they sacrificed customer service, acknowledging that customers often felt frustrated when forced to communicate with an overseas vendor.

It's also incredible to look back at the last ten years and see how much technology has changed and how streamlined processes continue to become as a result. It's exciting to think how that will continue to evolve.

What has been the key to your success and growth?

It would have to be our commitment to high service standards and customer satisfaction with every interaction. We treat our customers like gold - they are precious valuables that we nurture with every connection. We treat each day as a new opportunity to prove ourselves and be at our very best. We believe in setting high goals and consistently challenging ourselves. We're flexible, honest and never over-promise nor under-deliver. All of these attributes have been key to our success and growth and only possible because of our extremely talented and highly motivated employees. We have an exceptional team that is focused, dedicated to going above and beyond and take great pride in their work.

Where would you like Miratel to be in another ten years?

We have always been big proponents of controlled growth and that will continue to drive our strategy over the next 10 years. We are of the mind that we would rather not grow if it means compromising our commitment to high service standards and customer satisfaction. Our goal is to continue to build invaluable long-term client relationships by providing superior end-to-end solutions with ethics and integrity. It's impossible to predict what the next 10 years will bring but we are poised to receive it.

Miratel initially provided inbound call centre services to charitable organizations in support of their lottery fundraising campaigns. As their reputation for service excellence grew so did their service umbrella. Miratel is now a renowned full-service call centre, eCommerce and letter shop mail house that specializes in lottery management. Although they do serve numerous for-profit businesses, their core competency has remained lottery management. To support their unwavering commitment to high service standards and customer satisfaction, Miratel has compiled the perfect blend of people, technology and methodology that continually exceed projected goals.

About Miratel Solutions

Founded in 2000, Miratel is an industry leader in providing end-to-end managed services including inbound and outbound call centre solutions, eCommerce and letter shop mail facilities. Miratel has the capacity to manage projects that vary greatly in size and duration with flexible, robust technology and an expansive and highly skilled team. Miratel was founded with a commitment to the highest standards of integrity, workplace conduct and business ethics and we are proud to operate under those same principles today. Miratel is dedicated to remaining a leading [green call center](#) and making a lasting, positive difference in the world. Miratel services are available 24 hours a day, 365 days a year via online, email and telephone. For more information and to view our corporate video, please visit www.miratelinc.com.