



KPI DIRECT HIRES SARAH BRENNICK AS CUSTOMER EXPERIENCE ANALYST

PORTLAND, ME – May 27, 2011 - KPI Direct, an integrated direct marketing and brand management agency, hires Sarah Brennick as a customer experience analyst. Sarah most recently worked at TD Bank as a direct banking team leader.

“Customer service is really the cornerstone of successful companies,” states Luana Crawford, director of operations. “Sarah is a customer service pro skilled at spotting trends and training agents to deliver a superior customer experience.”

At KPI Direct, Sarah will monitor and analyze calls to: help agents enhance their selling and diplomacy skills, ensure adherence to company policies, evaluate how customers respond to different offers, resolve “escalated” service issues and help identify customer trends.

About KPI Direct

KPI Direct is an integrated direct marketing and brand management agency. Its turnkey KickStart™ and ProfitMax™ programs help advertisers quickly launch products to consumers and increase profitability. KPI Direct centrally manages multi-channel campaigns that span live TV shopping, radio, print, web, retail, and short- and long-form DRTV television (infomercials). The agency is a member of Direct Response Marketing Alliance (DRMA) and the Electronic Retailing Association (ERA). KPI Direct is headquartered in Portland, ME with an office in Atlanta, GA. Visit www.kpidirect.com.

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