



KPI DIRECT EXPANDS OPERATIONS TEAM

Two customer service pros to enhance customer satisfaction and brand loyalty

PORTLAND, ME – January 18, 2012 - KPI Direct, an integrated direct marketing and brand management agency, announces two additions to its operations team: Kimberly Monstwillo, customer experience analyst and Danielle Segal, project manager.

Kimberly Monstwillo is an experienced customer service professional who most recently served as quality assurance supervisor at Threesource Inc. At KPI Direct, Kimberly researches customer accounts, identifies ordering trends, and acts as a powerful first line of defense for deterring and preventing fraudulent orders.

Danielle Segal previously worked as an enrollment data systems assistant at CIEE, where she helped students, faculty and administrators study and teach abroad. At KPI Direct, she manages chargebacks, resolves “escalated” customer service issues and monitors and reports on key trends. She also acts as an ‘extended team member’ for clients by working on ad-hoc and time-sensitive projects, when they arise.

“Danielle is organized, great under pressure and willing to jump in at a moment’s notice,” states Luana Crawford, director of operations. “And Kimberly’s industry knowledge lets her get ahead of market trends and gives her a keen understanding for how to deliver great customer service. We are thrilled to have them on the KPI Direct team.”

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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