



Contact Center Sales Veteran Bret Butterfield Joins Prosodie Interactive

As SR Director, Business Development

Plantation, FL – April 8, 2011 – Prosodie Interactive, a leading provider of contact center outsourcing solutions, announced that Bret Butterfield has joined the company as SR Director, Business Development Consultant, reporting directly to Ross Krisel, EVP of Sales and Marketing. Bret is based in Salt Lake City, UT., and will oversee the strategic direction of the business development efforts.

Bret's experience is with top-ranked sales organizations and his understanding of the contact center market made him an ideal candidate for Prosodie Interactive. He has been an outstanding performer throughout his career, and we at Prosodie Interactive are excited by the innovation and energy he brings to his work - we're proud to make him part of our sales management team.

Mr. Butterfield has more than 26 years of experience in the contact center/BPO space. During those 26 years, he has experienced the evolution of the contact center having been involved in thousands of campaigns. Most recently, he was the Vice President of Business Development with Ansafone Contact Centers, an outsourced provider of telemarketing, customer service and technical support to Fortune 500 companies.

"I am thrilled to join Prosodie Interactive to help build a sales organization that will focus on delivering value, enhancing the customer experience while building brand at a high return for our clients." said Butterfield. "Outsourcing to reduce costs and improve quality is a value proposition and highly dependent on the execution of your outsourcing business partner. Prosodie Interactive's track record in achieving results was a key factor in my decision to join the company."

Mr. Butterfield holds a B.S. Degree in Business from Weber State University. He has been recognized by the Contact Center/BPO industry as a pioneer with many sales and client awards including the CMG Summit Award and the Chairman's Club Award.

About Prosodie Interactive

[Prosodie Interactive](#) is an industry leading technology service provider delivering Interactive Voice Response (IVR), Call Allocation, VACD, VPD and Reporting solutions. The company has nearly 25 years of hands-on experience working with top multi-national organizations in North America. Prosodie Interactive partners with clients throughout multiple industries such as: Direct Response, Media/Advertising, Retail and Pharmaceutical to name a few. Our knowledge and hands-on experience allows our

partners to improve efficiency and customer experience by automating applications to increase call containment and proficient call routing.

We pride ourselves on the trusted relationships that we have built with third party vendors (i.e. Contact Centers) to bring fully seamless, end to end applications to market. Understanding the nuances that happen while integrating web-services, CTI and data driven interactions between the IVR and live agent is a key component to offering an excellent customer experience while in the IVR or supporting a transfer to a live agent. Prosodie Interactive is where life and technology intersect.www.prosodieinteractive.com.