



March 18, 2005

Press Release

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Something “Big” in the London/Laurel County Community

Senture's motto is, “We’re Building Something Big.” And, by the looks of their 130,000 square foot facility, their expanding staff, and their growing list of clientele, they are well on their way. *Senture* is a contact center outsourcing company that supports both government and commercial clients. Business owners Chris and Bill Deaton, a father and son team, take pride in being an American company. “Outsourcing of jobs to other countries is common in many industries, but *Senture* is dedicated to creating and keeping jobs in America. By offering excellent customer service and competitive rates, we can achieve this goal,” states *Senture* President & CEO, Chris Deaton. He emphasizes that *Senture* is committed to staying domestic and is working hard to create more jobs for the London/Laurel County community. This patriotic spirit is even more evident after a complete tour of the facility and witnessing not only the décor, but their effort in promoting and protecting our homeland.

The company took their first incoming call in November 2003 from Congressman Hal Rogers as he kicked off Southern and Eastern Kentucky Tourism Development Association’s (SEKTDA) enhanced 511 program. This enhanced program allows callers to speak to live call center representatives about tourism information in southern and eastern Kentucky.

Senture has come a long way in a short timeframe and has added new clients including agencies in the Department of Homeland Security. *Senture* serves as the only nationwide call center for the Highway Watch (HWW) program as well as the Transportation Worker Identification Credentialing (TWIC) program. “September 11 increased the need and desire for enhanced security. *Senture* employees play key roles in providing this enhanced security by providing the communication link needed to transfer information quickly and efficiently. We look forward to expanding our role to other state and federal agencies in the coming months,” Deaton said. “Both programs involve transportation security. The HWW program’s goal is to keep the highways safe and our involvement with the TWIC program includes the safety and security of the nation’s sea ports.” The company has commercial and non-profit clients as well.

Diversity in projects also leads to a well-rounded and versatile staff, as calls range from assisting with technical help desk issues to front-line customer service. The company prides itself in the call quality and customer service focus regardless of the nature of the call. “I feel that great customer service is achieved when the caller hangs up thinking they were my most important call all day; this is my goal for each and every phone call,” states CCR Nancy Workman.

Chris Deaton emphasizes how pleased he is with the *Senture* staff’s ability and commitment not only to the company and to their clients, but also to the community. Deaton estimated that the company and staff raised over \$25,000 in 2004 for various community and philanthropic programs. This may not be a lot of money raised as compared to some of the larger businesses, but with a staff of 45, this is a phenomenal accomplishment! “We are committed to our community and plan on adding many more jobs to our current staff,” adds Deaton. “Our goal is to have 1,000 employees in a three-year period.”

“Several months ago, we recognized that a bilingual center was required to meet the ever-increasing requirements for Spanish-speaking agents for commercial and government accounts. Spanish-speaking agents are critical to our customers and we do not have a large pool of bilingual call center agents in London. In order to complement the London office, we are opening a bilingual company in Ocala, Florida. We decided an office in Florida would allow us to meet our customers’ Spanish-speaking requirements and enhance corporate growth. However, this will not subtract from growth in London at all. Offering bilingual solutions will allow us to win more work but the London operations will continue to be the central area of growth. We are truly excited about our “**Building Something Big!**” campaign and look forward to growing in 2005!”