



MEDIA:
Pamela Sharpe
Communication Department
786 348 7531
press@zagada.com

FOR IMMEDIATE RELEASE: September 5, 2008

Zagada Announces its ZaCCURS Rating on Transactel Setting a New Standard for Measuring Call Centers and BPO Service Suppliers Performance

Miami, Coral Gables, FL (September 5th, 2008) - Zagada announces the completion of its Zagada Call Center Uniform Rating System (ZaCCURS) analysis on Transactel – Central America's leading contact center & BPO operator. Transactel achieved a score of 180.6 with an uncertainty level of plus or minus 2.5. This places Transactel at the 76 percentile ranking worldwide among all major call centers. This result is also higher than the result obtained by Transactel's competition in Latin America, which returned a median score of 133.1 as compared to global data. This represents an impressive performance for a relatively young company.

Transactel scores quite highly in English proficiency, U.S. cultural alignment, service redundancy, infrastructural quality and operational scalability. Areas of improvement include the standardization and systematization of processes inherent in certifications such as ISO 9001:2000 and CMMi/ISO 15054. ISO 27001 and PCI DSS security certification, as well as strong Six Sigma personnel and methodology, largely compensate this. EBIT and comparative cost are quite higher than average, highlighting a successful multinational expansion strategy. The successful implementation of this strategy significantly hedges Transactel from currency and market fluctuations while maximizing fungible resource scalability.

ZaCCURS is the market's first quantitative model - driven ratings solution for call center and BPO firms. ZaCCURS is organized into four main quadrants inclusive of personnel, structural, financial and strategic. The model's algorithm tests for two key measurements: level of financial or investment value and level of operational excellence, resulting in an aggregate numeric score.

ZaCCURS reflects a shift from subjective- human-driven analyst rating assessments practiced by traditional analyst rating firms and institutions and integrates, measures and quantify existing industry assessments together with its own parameters to arrive at an accurate rating score.

The four quadrants contain twenty-four data dimensions that cover all key aspects of the company's operation. Standard fundamental measurements and scoring include financial balance sheet ratios, IT/IS technical reliability, service spectrum, CMMI level certification, and ISO9001. Important soft and intangible parameters scored include union activity level, management performance; U.S. culture alignment, foreign language capability, high English speaking proficiency and customer care delivery assessment.

This new service innovation rating eliminates guesswork and subjectivity with which privately held call centers and BPOs evaluate their capability. Suppliers can also effectively use the rating as an internal management evaluation solution, competitive intelligence, and an external business development tool. Corporate buyers and financial intermediaries engaged in global service supplier sourcing and deal development will benefit by subscribing to Zagada's rating services.

About Zagada Markets

Zagada is a business development analytics firm. The company provides research, indexes, rating and tailor-made advisory services on countries, cities and service suppliers to corporations. The company principally serves the corporate buy-side and is totally focused on delivering sourcing analytics on the global outsourcing sector. The company is the co-developer, with Waagstein Research of the ZagadaWaagstein Global Outsourcing 100 Index (ZAWA100) which is the first global investable benchmark on the sector. Visit Zagada at www.zagada.com. Visit ZAWA100 Index site at www.zagadawaagstein.com. Visit Zagada Store at www.zagadastore.com