

CLIENT: **StarTek**

StarTek is a business process outsourcing (BPO) that offers a variety of customer care solutions utilizing the StarTek Choice delivery platform, including onshore, nearshore, offshore, and StarTek@Home outsourcing alternatives.

Project: Public relations and web retainer for 1Q09

Period: January to March 2009

scope of work

Site Inauguration. Generate press conference materials, manage and moderate the inauguration news conference, and liaise with the presidential press corps and security.

Public Relations. Minimum of 900 col. cm. of media exposure over the project period

Web. Enhance corporate visibility through search engine optimization, web analytics, and a Google AdWords campaign

Ad Hoc. Write and edit relevant corporate communication, and identify relevant community- and business-building activities to enhance Startek's local and international reputation

results

Site Inauguration. A successful launch of StarTek's first offshore site, managed by TeamAsia's principals, attended by the Philippine president, and covered by local media.

Public Relations. More than double the minimum guaranteed exposure, at 35 published articles equivalent to 1,922.24 col. cm., advertising value of Php872,579.12 (USD19,390.65), and media value of Php4,362,895.61 (USD96,953.24).

Web. Ten percent increase in month-on-month visits to the corporate website, attributable to timely web updates, effective search engine optimization, and a Google AdWords campaign that generates an average 150 visits per day.

Ad Hoc. Co-wrote the 2008 annual report, which was published in time for the earnings announcement, edited an IDC white paper on StarTek processes, and nominated the company for the 2009 ICT International-Philippines Awards, for which it was shortlisted as Best New BPO Locator of the Year

client testimonial

"All – I wanted to thank you all for the hard work and the results you delivered in Q1!!!!!"

- Mary Beth Loesch, *Senior Vice President of Business Development and Marketing*