

## Pulse Launch VOIP CATI Service

**Sydney, Australia – 24<sup>th</sup> May 2005** -- [Pulse Group](#), the leading MR BPO (Business Process Outsourcing) company, has launched its **VOIP CATI CENTRE** in partnership with [Basis Bay](#), offering MR companies a **multi-lingual** and **cost competitive** CATI service operating out of its Kuala Lumpur operations hub.

**Bob Chua, CEO of Pulse comments,** *"Despite the evolution of data collection moving more towards Online (CAWI), CATI still continues to be an integral part of data collection in the Asia-Pacific, Eastern European, and Latin American regions. With our leading edge technology, we will be able to further empower our clients with the most cost and time efficient integrated data collection solutions, bridging the gaps between the evolution life-cycle. We are delighted to join forces with Basis Bay and I believe that this strategic partnership will further benefit MR firms who are looking for a truly Integrated CATI Solution to serve the Emerging Internet markets."*

Operating out of Kuala Lumpur, Pulse's operations hub uses the state-of-the-art Avaya IP Telephony system and powered by Net-MR's single platform market research solution to facilitate multi-mode data collection seamlessly from a single location, enabling real-time delivery of results. Currently, the centre conducts interviews in 14 languages that are widely spoken throughout the Asia-Pacific region, and focuses on both B2C and B2B interviewing.

**Praba Thiagarajah, CEO of Basis Bay comments,** *"We are excited with the partnership and the opportunity to venture into the MR BPO sphere. Basis Bay has over 10 years of experience providing information technology services to organizations ranging from MNC's, SME's and to government agencies across the world. By forging a strategic alliance with Pulse, we believe our Contact Centre infrastructure will be instrumental to the development of CATI services enabling us to serve our international clients out of Malaysia at a very competitive cost."*

Pulse continues to move aggressively since announcing its quest to become the preferred BPO to the top 50 research firms globally through strategic partnerships and M&A activities, and has planned to deploy a similar VOIP CATI Service in Europe throughout H205, as part of its expansion strategy.

### About Pulse Group

Pulse Group is a Business Process Outsourcing (BPO) provider to the market research industry. Its services include data collection, Online Communities, MR Software localization, and technical support & training for market research software applications. These four core areas of businesses empowers global market research firms to stay focused in delivering value to their clients, while Pulse dedicates itself to providing technical and outsourced support. The Pulse Group can be reached at [www.pulse-group.com](http://www.pulse-group.com).

### About Basis Bay

Basis Bay provides ICT services and solutions to various market sectors with the primary goal of extending comprehensive business coverage for organizations running mission critical applications and services. Headquartered in Kuala Lumpur,

Malaysia, it has offices in the Philippines, Singapore, Hong Kong, Thailand, India and Switzerland. The products and solutions offered are:

- Business Process Outsourcing
- Contact Centre Solutions
- Data Centre Services
- Managed Maintenance Services
- Disaster Recovery Services
- Business Continuity Planning
- Technical Support & Services
- IT Outsourcing

Basis Bay can be reached at [www.basisbay.com](http://www.basisbay.com).

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