



## NEWS RELEASE

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### **Parlerai Selects IFConnect to Provide Ongoing Customer Care Services**

FRAMINGHAM, Mass. - Parlerai, Inc. of Scituate, MA has awarded IFConnect a contract to provide the company with ongoing production support and customer care services. Parlerai is launching an augmentative collaboration system that is offered to families with special need children as a means of strengthening each child's social network and improving their educational experience and ability to communicate with caregivers.

IFConnect has assembled a scalable team that includes Project Analysts/Customer Service personnel that are directly supported by IFConnect's Technical Leadership. IFConnect staff will serve as Parlerai's first line of communication with subscribers and will be responsible for client training, tracking customer needs, and helping to define requirements for the next generation of product based on market feedback.

IFConnect staff is directly supporting Parlerai's go to market strategy including a beta rollout slated for early November 2008. Parlerai's concept has already generated considerable interest from leading educational institutions in and around the Boston area.

By engaging IFConnect for its Customer Care function Parlerai is able to tightly control operating costs while ensuring real-time support for its subscribers. This gives Parlerai management the bandwidth to focus on sales and marketing efforts aimed at growing its customer base. All IFConnect Customer Care professionals and Virtual Project Team members operate as an extension of our clients' staff giving client leadership the flexibility to increase or decrease staffing without increasing headcount costs.

IFConnect is part of the Implementation Factory, Inc., family of companies with offices in Framingham, MA (Boston area); Rockville, MD (Washington D.C. area); and Bangalore, India. IFConnect offers innovative project outsourcing solutions that help clients capitalize on key growth opportunities as they arise. In addition to IFConnect, Implementation Factory, Inc. owns outright or is an equity investor in a number of other ventures, including: Praura, a provider of subscription based infrastructure solutions helping mid-cap companies mitigate risk and reduce operating costs; eDocuDeal, a provider of online collaboration software for the lending community; and Holeb Outdoors, a manufacturer of specialty outdoor products. For more information about IFConnect visit [www.ifconnect.com](http://www.ifconnect.com).

Parlerai, Inc. is based in Scituate, MA. Parlerai creates a community among family, caregivers, teachers, and students to facilitate the development of essential communication skills through shared and highly personalized tools. More information about Parlerai can be found by visiting [www.parlerai.com](http://www.parlerai.com).