



## VoiceLog® Offers Stability and Security to Volatile Energy-Sales Business

**(June 28<sup>th</sup>, 2010) San Antonio, TX** — With the ever changing landscape of the deregulated energy industry, energy marketers must be able to confidently and rapidly isolate a market opportunity and take advantage of it when it occurs.

Energy marketer Consumer Sales Solutions (CSS) found itself tackling these issues when it entered the deregulated energy sales business over twelve years ago. During that time, they enrolled over 2 million residential and commercial customers into hundreds of energy programs throughout the United States and Canada.

“Third party verification (TPV) is required by many states and is critical to the integrity of customer enrollment. Finding the right TPV partner with a proven track record who also meets our high standards was a challenge,” says Tom Cummins, CSS Founder and CEO. “Time and time again, BSG’s VoiceLog® has demonstrated their ability to adapt and provide needed services in a fluid industry.”

VoiceLog has proved to be the third party verification industry leader by meeting the specific needs of CSS and hundreds of other companies around the world.

“As competition and regulation increase in the energy sector, VoiceLog provides our customers the ability to meet their demand with an efficient and easy to use third party verification tool,” says John M. Reistrup, BSG’s Senior Vice President of Marketing. “We work hard to ensure that VoiceLog provides flexibility, so that companies like CSS can concentrate on their core business.”

To learn how VoiceLog partnered with Consumer Sales Solutions to develop a sound TPV program, please access the CSS Case Study at [www.bsgclearing.com/voicelog/css](http://www.bsgclearing.com/voicelog/css)

*Experts from VoiceLog and CSS are available to discuss the case study results in more detail. To arrange an interview, please call Leslie Komet Ausburn at (210) 326-8992 or email [leslie.ausburn@bsgclearing.com](mailto:leslie.ausburn@bsgclearing.com)*



**About CSS:**

Consumer Sales Solutions (CSS) specializes in strategic energy marketing programs and successfully builds extensive customer groups for natural gas and electricity suppliers worldwide. The company, based in Tampa Bay, Florida, has been in the deregulated energy sales business for 12 years and in that time, has enrolled more than 2 million customers into hundreds of energy programs throughout the United States and Canada. For more information, visit [www.consumersalessolutions.com](http://www.consumersalessolutions.com)

**About VoiceLog and BSG:**

VoiceLog, a division of BSG, was the first third party verification service in the industry, having processed more than 90 million transactions in 14 years. As an industry leader, VoiceLog offers customers the latest technological options which can be integrated with merchants quickly, including automated call recording, scripted recording, scripted TPV with quality control, speech recognition, and live operator services.

Billing Services Group Limited is headquartered in San Antonio, Texas, USA and traded on the London Stock Exchange (AIM: BILL). For over 20 years, BSG has been a leading provider of clearing, settlement, payment and financial risk management solutions for the telecommunications industry, merchants and online stores. For more information on BSG, visit [bsgclearing.com](http://bsgclearing.com), and for VoiceLog, visit [www.bsgclearing.com/voicelog](http://www.bsgclearing.com/voicelog)

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