

Media Release

Hooper Swings Over To PipeVines

Sydney – 12 March 2008 – Darren Hooper has joined Australian customer interaction specialist, PipeVines, as a Solutions Architect.

Hooper was introduced to PipeVines during his previous position at the Australian Liquor, Hospitality and Miscellaneous Workers Union (LHMU), where he was director of industrial services since 2005 and later took up responsibility as National Coordinator Voter Contact during the 2007 Federal Election.

Hooper said, “During the election we had the need to rapidly deploy a contact centre to reach out to the union membership. I discovered that PipeVines allowed us to do this utilising our existing computer hardware in a very cost effective and efficient manner.

“I could immediately see the possibilities that the PipeVines offering presented, so when I had the chance to join the team and introduce this technology to other organisations it seemed like a great opportunity and an exciting challenge.”

Peter Spoto, CEO PipeVines commented, “It is great to have Darren on board, which is a solid recognition of the opportunities that he sees in PipeVines’ hosted contact centre and BPM solution. After all, what can be a better endorsement than a satisfied customer joining the team?”

“We have received a lot of interest in the PipeVines offering since our recent launch, and Darren will help us work with government and union organisations to introduce the benefits of our innovative solution to these sectors.”

Ends.

About PipeVines

PipeVines is the customer interaction management expert, offering on-demand browser based tools organizations need to handle and measure the customer experience. Delivered entirely as a hosted service, the complete PipeVines Contact Centre solutions require no specialized hardware or software, no telecom equipment and no up-front capital expenditures, making it an ideal solution for blending in-house, offsite or multi-site agents.

Our hosted solutions deliver a complete and integrated customer interaction communications platform - which provides a robust contact centre management functionality, and real time activity reporting with analytical and workflow tools that measure the customer interaction experience. This provides you with improved efficiency and visibility on customer relations, offered on a flexible "pay as you go" basis. www.pipevines.com

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