

MEDIA RELEASE:

AUSTRALIAN START-UP CUTS COSTS, CUTS DEPLOYMENT TIME AND BOOSTS PERFORMANCE IN THE CONTACT CENTRE

Sydney, 14th February 2008 – PipeVines today announced the launch of its On-Demand suite of Business Process and Contact Centre products, delivering an industry leading, hosted contact centre solution.

Built on solid, proven technology, the PipeVines model delivers a complete customer interaction and contact centre platform, with analytical and workflow management functionality, as a Software as a Service (SaaS) offering. The browser-based solution requires no capital outlay and can be deployed in under seven days.

Peter Spoto, CEO of PipeVines stated, “When we founded PipeVines, it was obvious to us that nobody was offering the fully featured contact centre and business process functionality that mid-sized organizations really require.

“Customers are demanding more and more information, and they expect their questions to be answered on the first call. Contact centres need solutions in place that can help them better manage their customer interactions with on-demand information, but also cater to the ever-changing demands of the business.

“PipeVines has been developed to do just that, and through our technology we can deploy a fully functional contact centre with issue tracking, customer analytics and workflow management in a matter of days, all for a monthly, per seat charge. We understand that businesses need flexible solutions, PipeVines’ hosted applications can scale up or down as and when an organization needs it.”

With Software as a Service, clients can avoid the ‘cost of ownership’ trap of the traditional contact centre model. This includes the crippling capital outlay, cost of specialist IT support, and ultimately the long lead times needed to deliver a solution that ultimately may not be a good fit for the business by the time it is deployed.

While the contact centre is now considered the ‘front of house’ for many organizations, poor systems and workflow models often lead to a poor customer experience, unfulfilled staff and a business segment that operates as a cost centre not a profit generator. PipeVines delivers the solution to better manage customer interactions by providing contact centre agents with the tools they require to do their job effectively and efficiently.

Paul Davidson, Chief Information Officer of PipeVines expands, “When you look at the overall customer experience, many businesses have a huge

opportunity to bring their customers closer, ensuring that each interaction and touch-point is a great experience. This is especially true when you think about getting the little things right the first time, every time.

“Business process management, issue tracking and product guides all help the customer service team to improve and expand the customer relationship. We believe that handling a customer’s questions or problems efficiently makes certain that the customer gets a satisfactory result. It is a fact that a happy customer is less likely to “churn”, delivering the cheapest path to increased revenue and market share.”

“Many organisations are missing the opportunity to deliver a great customer experience because they haven’t thought about standardising and improving customer management processes. PipeVines delivers visibility and understanding of customer interactions through customer analytics, issues tracking and campaign call scripting; in effect all the tools required to deliver an exceptional customer experience through enhanced workflow models.”

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For Further Information Contact:
Will McIntyre
Einsteinz Communications
T: 0405 298990
E: will@einsteinz.com.au