



Marketcom wins Gold – Best Outbound Campaign Asia-Pacific.

The internationally recognized Contact Centre World awards were on again. The Asia Pacific group for the best of the best in the Asia Pacific region, Marketcom was awarded Gold for the ‘Best Outbound Campaign’ and is now in the running for ‘Best in the World’.

Representatives from the foremost companies in the Asia Pacific region including Australia, New Zealand, Japan, Singapore, Thailand, Malaysia, Hong Kong, and India competed to be the "Best" in a range of contact centre world awards on offer at the second international awards series run by ContactCenterWorld.com.

Marketcom was awarded the ‘Best outbound campaign’ based on:

- Creativity in campaign design.
- Results generated.
- Contact centre integration using outbound communication tools. (telephone, direct mail, e-mail, text messages)

The awards reception was held in Melbourne and attended by the top executives from all competing organisations. The presentation was given by Tim Cheesewright, Managing Director of Marketcom, highlighting the innovative use of communication tools in creating a dynamic and effective outbound campaign. The ‘secret source’ was the use of the Web based workflow Technology Bergamot.

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