



MARKETCOM WINS BEST OUTBOUND CAMPAIGN IN THE WORLD AT THE PRESTIGIOUS CONTACTCENTERWORLD.COM AWARDS

The prestigious Contact Center World Awards were held at the end of October in Las Vegas. ContactCenterWorld.com, the leading global support organisation for the contact centre industry, is an independent organisation with over 107,000 corporate members spread across the world.

This year over six hundred organisations entered the competition to earn the title of best in their respective regions. Rigorous qualifying rounds were held in Asia Pacific, the Americas, the Middle East and Europe. Only thirty-two organisations made it to the presentation round at each regional final.

Competition was fierce as only the gold medallists from each region could compete for the title of 'Best in the World'. Delegates had to complete written submissions and make a presentation at the world awards conference. Unlike any other awards program for contact centres, the delegates were judged by their peers from the industry. With members from over twenty countries and some of the biggest names in the contact centre industry attending, each of the delegates was also put through an extensive round of questions. This ensured that the judging for each of the eleven categories was extremely thorough.

This year, Marketcom was awarded gold for the 'Best Outbound Campaign' in the world, based on ingenuity in campaign design and ease of execution. The primary reason for the success of the campaign was the use of their 'secret sauce': the web-based workflow technology, Bergamot. Speaking after the conference, Tim Cheesewright, Managing Director of Marketcom commented "I am absolutely elated to be part of such a unique awards program and it has been a pleasure sharing the stage with visionaries of the contact centre industry."

Commenting on the awards, Raj Wadhvani, President of ContactCenterWorld.com added, "This has been a fantastic event. The delegates who stayed for all three days left with so many ideas and so much value. The award winners themselves are fantastic ambassadors for the industry as they all shared best practice ideas and we are all proud of their achievements."

Marketcom is looking forward to participating in the awards program for 2008 and beyond.

About Marketcom

Marketcom was established in 2002 and has grown to become a premium provider of tailor made sales and marketing solutions. Marketcom works closely with each of its clients to build long-standing relationships and achieve a greater return on investment with every campaign. Marketcom's mission statement best describes their work ethic; 'The first contact with a customer could be your last and every effort is made to ensure that contact has a positive impact. This holds true for both our customers and yours.'

For more information visit www.marketcom.com.au

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