



6th September, 2007.

Media Release

Contact 1-2-1 secures new automotive client – confirming call center value

Contact 1-2-1 has successfully serviced some of Australia's leading automotive companies since 2002. Contact 1-2-1 has educated many of its automotive clients on the value of building a familiar but professional relationship with its customers. This has been a difficult task since most companies usually measure inbound call center services as a cost item on their balance sheet.

“Unfortunately this short-sighted but common approach towards inbound call centers leads to significant lost opportunities that usually have a real and measurable negative affect on the balance sheet down the track. Inbound services can often suffer from this financial misinterpretation of their lack of value to an organisation.

Companies that are tightly managed by “bottom line” focused management usually lack the foresight and ability to comprehend the value an inbound call center can bring to their bottom line in the medium to long-term. Companies will spend millions in above the line marketing but will instruct their staff to “keep their conversations brief with customers” to ensure that costs remain low in the call center. The end result is usually a lost opportunity to build a relationship and to increase customer satisfaction and loyalty. The short-term line item on the balance sheet looks good but the longer term affect to the business, and ultimately the balance sheet, is quite negative. The brand damage achieved through poor one-to-one customer communications is significant”, said Joe Tawfik, joint Managing Director for Contact 1-2-1.

Intelematics Australia, a leading telematics provider to the automotive sector, has for a long time acknowledged the value of good customer service to its business. Intelematics is an Australian telematics pioneer and has been operating telematics programs in Australia since 1999. Working across a broad range of industry sectors, Intelematics provides telematics programs and traffic services that strengthen their clients' brands. Intelematics' clients include GM Holden, Toyota, Mitsubishi Motors and RACV.

The company recently selected Contact 1-2-1 as its chosen provider for inbound call center services. "Contact 1-2-1 has previously provided Intelematics' call center services. This previous experience provided a cordial and professional service offering and when an opportunity arose to again use Contact 1-2-1's service facilities, we were happy to engage. Intelematics utilises Contact 1-2-1 to provide a 24x7 voice services for Roadside assistance referrals, Emergency Assistance and convenience services such as remotely unlocking vehicle doors. The very nature of those services means that they must be delivered in an open, friendly and efficient manner. Contact 1-2-1 has a great "six star service principle" that takes a hospitality approach to inbound call management. This approach suits our customers, their customers and us. In the highly competitive automotive industry we have to ensure that our services are delivered at the highest levels possible and Contact 1-2-1 is another element that will help us continue to achieve this.", said Steve Owens, General Manager, Intelematics.

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About Contact 1-2-1:

Contact 1-2-1 is a leading outsourcer that provides expertise to Blue Chip companies seeking to grow their business using call center services. Our management team has many years of experience designing and refining call center solutions that generate measurable value. Contact 1-2-1 has invested in its people, technology and processes to ensure it can offer a Best in Class (BIC) solution for its clients. Contact 1-2-1 has over 350 seats and has three call centers based in Sydney, Gold Coast and Adelaide.

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About Intelematics Australia

Intelematics Australia is a leading provider of vehicle manufacturer telematics programs within the Asia Pacific region. Working in partnership with its clients, Intelematics aims to create tailored telematics programs that bring benefits to vehicle manufacturers, their maintenance and retail channels and motorists.

Globally recognised for its innovation, Intelematics' services include safety and security, fleet and workforce management, real time traffic information, navigation, together with a range of real time motorist information and convenience services. Intelematics is also working with its clients to provide enhanced remote vehicle diagnostic and eCRM services.

For more information, visit Intelematics Australia's website at www.intelematics.com.au

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