

Softlab To Host Consultancy Clinic at Customer: Strategy & Management 2005

Submitted by: CMP Europe

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London, 29 March, 2005. Softlab, a leading European CRM solutions provider will provide visitors to Customer: Strategy & Management 2005 with free, half-hour personal consultations as hosts of the Consultancy Clinic. Customer 2005, the UK's only dedicated exhibition and conference for integrated customer management solutions, will take place from 28-29 June 2005 at the Birmingham NEC.

"By discussing their customer management requirements and issues with Softlab's expert consultants, visitors will be directed to those exhibitors that provide the products and services to best meet their needs," explains Mark Abay, Event Director, Customer 2005. "The Consultancy Clinic will enable visitors to have a much more focused and valuable time at the event,"

As a product independent solutions provider, Softlab's consultants have the ability to offer advice on integrating applications and technologies that deliver an end-to-end solution and place the customer at the heart of a customer management programme, in particular:

- Customer Management Strategy
- Business Process & Change Management
- CRM (Sales, Marketing & Customer Service) software & services (Operational & Analytical)
- eBusiness
- Technical Consultancy
- Systems Integration
- Training Solutions
- Outsourced CRM / Customer Service / Call Centres
- Marketing & Direct Marketing services
- Sales Force Automation / Customer Contact solutions
- Customer Profiling & Marketing Analytics
- Supply Chain & Order Fulfilment
- Customer Billing / Credit Checking

"Our expertise is in aligning business process with technology. By visiting the Consultancy Clinic and talking with our consultants, Customer 2005 visitors will gain advice on issues concerning customer management and guidance on how to identify, win, satisfy, retain and grow profitable customers," explained, Gareth Thomas, Managing Director, Softlab.

For further information on Customer: Strategy & Management 2005, or to register for free entry please visit www.customer-event.co.uk.

-ENDS-

Notes to Editor:

About CMP Information

CMP Information is the UK-headquartered professional media division of United Business Media plc.

Operating in the UK, US, Asia and Europe, CMPi delivers business media solutions to a number of industry sectors. Its products including magazines, exhibitions, conferences, awards, directories and websites are targeted at business professionals across a range of markets; these include Building & Property, Healthcare, Entertainment, Travel, Agriculture, IT & Games and Print.

Amongst its well-established brands are industry leading publications including Guitar Player, Building, Pulse, Travel Trade Gazette, Building Design, Property Week, Music Week, and Chemist & Druggist. CMPi also has a number of leading directories, compendiums and information services such as the Building Product Compendium, Benns Media, The Knowledge and the Professional Series. It also has a number of exhibitions recognised as the pre-eminent events in their respective market sectors. These include CPhI, FIE, The Interiors Event, ACPO, International Fire Expo and IFSEC.

CMPi's magazines reach over 1.3 million readers directly through subscription, newsstand and controlled circulation, while over 250,000 business professionals and marketers visit its exhibitions each year. CMPi has approximately 1,000 employees and in 2003, CMPi's revenues totalled £135m and its profits were £25.3m, providing around 25% of UBM's group operating profits.

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About Softlab

Softlab, a BMW Group Company, is based in Germany with subsidiaries in the UK, Austria and Switzerland. With 30+ years IT expertise, Softlab has 1100 employees across Europe.

Softlab is committed to providing organisations clear, measurable business benefits from business and IT solutions. Softlab aligns its customer's strategies to focus on meeting the needs of its customer's customer. Softlab offers business and IT consultancy, business systems implementation & support, and specialises in Customer Relationship Management (CRM) Solutions, Contact Centre Solutions, Data Management, Business Intelligence, Enterprise Application Integration and IT Services.

Softlab's IT and business professionals have delivered hundreds of successful projects throughout Europe.

By aligning business process with technology, Softlab offers solutions that can include call centre, contact centre, campaign management, sales force automation, customer service, help desk, knowledge management, and business intelligence. These can be enhanced with web enabled and/or voice self-service, wireless technology and telephony integration including computer telephony integration (CTI). Softlab has skills to integrate applications and technologies that deliver an end-to-end solution.

Softlab delivers each project to an ISO9001 and TickIT approved quality methodology, and standards that are synonymous with the Softlab and BMW brands. Service delivery is based on the industry approved ITIL and BS15000 compliance.

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