

Foviance appoints Prompt Communications as UK PR agency

Submitted by: Prompt Communications Ltd

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London arm of transatlantic agency to drive media relations and thought leadership initiatives that will increase awareness of Foviance and generate new business leads

London, UK, 24 February 2009 – Prompt Communications, a specialist in PR, marketing and social media communications, has been awarded the UK PR account for Foviance, a cross-channel user experience consultancy to the world's leading brands.

Prompt will work with Foviance to develop thought leadership initiatives, increase brand awareness and ultimately drive lead generation through a mixture of traditional media outreach, analyst relations, social media, thought leadership communications, and speaker engagements.

Foviance uses expert consultants and advanced technology to improve customer experience, which enables companies to optimise usability, conversion rates and retention. Foviance's capabilities include researching the customer experience across multiple channels, such as call centres, mobile, iTV, handheld devices and catalogue marketing.

"We see Prompt as an extension of our marketing department and selected the team to add a fresh perspective to the design and operation of our communications programme," said Paul Blunden, CEO, Foviance. "With our specialism in cross-channel customer experience and the recent addition of our data analytics capabilities, it is important to have an agency that demonstrates a solid understanding of our technologies, services and business model. Most importantly, we needed an agency with experience in delivering consistent, measurable results."

"Working with Foviance is a fantastic opportunity to further utilise the depth of expertise we have in the cross channel marketing and technology arena," said Hazel Butters, managing director of Prompt Communications. "Foviance's unique value proposition enables its blue chip customer base to improve the customer experience globally. We look forward to helping Foviance achieve its goals by creating awareness across traditional and social media channels."

About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts and San Francisco, California.

Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of start-ups, technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, analyst relations, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. The company has five business divisions: PR, Analyst Relations, Copywriting & Creative; Marketing Services and Social Media.

Prompt's clients include Barros Technologies, Colosa, Corizon, GenSight Group, Hippo, Openbravo, Oracle Corporation, MIT Mobile Experience Lab, smartFOCUS, Steganos GmbH and Webtide.

For more information, visit www.prompt-communications.com

About Foviance

Foviance is a leading customer experience consultancy that works globally with some of the world's best known brands to deliver measurable improvements in performance.

Founded in 2001 and with a heritage in website usability and data analytics, Foviance delivers consultancy to its clients about the effectiveness of their individual channels, such as mobile, web and call centre and how they combine in a cross-channel environment. For many clients, insight is provided not only in their home market, but also internationally through Foviance extensive alliance network.

Foviance engages with its customers wherever they are in their product lifecycle, and provides insight so they understand how to improve, create and deliver excellent customer experiences.

Foviance boasts 43 of the UK FTSE 100 companies among its client roster, including Barclays, BSkyB, and Sainsbury's. In addition Foviance works with International brands such as Astrazeneca, Dell and Nokia. For further information please visit: www.foviance.com

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