

ULTRALASE GAINS SINGLE VIEW OF MULTICHANNEL CUSTOMER CONTACT WITH COMMUNICATOR CORP

Submitted by: Communicator Corp

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Ultralase, the UK's foremost and longest-established specialist in laser vision correction, has chosen Communicator Corp www.communicatorcorp.com to provide a fully integrated, email and SMS communication system for engaging both online and offline audiences. Fully integrated with Ultralase's existing CRM system, the new solution will automate the company's customer communications, delivering a single customer view of multi-channel communication routes and tracking contact data throughout the customer lifecycle. It will also allow for offline customers to be brought online, through the use of "text2mail" as can be seen in Ultralase's high profile TV advertising and YouTube campaigns (see: <http://www.youtube.com/watch?v=V3HZdWghyIk>).

With Communicator Corp's technology in place, respondents seeking further information enter an automated campaign which reacts to the nature of their enquiry by ensuring that the correct message is sent in reply by the most appropriate channel. The system then allows Ultralase to further tailor and personalise ongoing communication and marketing campaigns according to segmentation, dynamic content, customer service or behavioural targeting criteria. A particularly important feature is location personalisation where prospects and customers are referred to local clinics and advised of practical information such as weekday or weekend opening hours at their nearest clinic.

Harriet Johnson-Laird, Communications Manager at Ultralase believes that the integrated system will bring significant benefits for both the company and its customers alike, noting, "On one hand managing our multi-channel communication strategy even more effectively will lead to an increase in consultations. However, the real winners here are our customers. With the new system in place we can be more personal, timelier and even more responsive to their individual needs. So it really is a win-win situation."

James Bunting, Director of Strategy & Research at Communicator Corp echoed Johnson-Laird's comments adding, " With a significant investment in above and below the line marketing spend, the pressure is on Ultralase to deliver and maintain the very highest standards of customer care; standards upon which they have built their enviable reputation and branding. Through being able to track the customer lifecycle across multiple channels, with an integrated single-view, their customers will feel even more supported and valued. We are delighted to have helped Ultralase to make such a visionary and market leading investment in customer care."

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About Communicator Corp (www.communicatorcorp.com)

Communicator Corp is a leading global enterprise email management company, providing technology based solutions, strategy and expertise for email communications. The company was founded in 1999. Since inception the business and consultancy have consistently evolved, creating and maintaining Communicator Corp's position as an industry leader.

Communicator® is an enterprise email management platform for all one to one and one to many messaging.

Delivering proven cost savings and increased revenues from email marketing to transactional and service messaging.

The company has also developed a flexible range of associated services to meet the needs of any organisation. These include data services, managed, collaborative and self-service options.

Clients include: Adidas, Thomson Reuters, Toshiba, Best Western, River Island, Transport for London and ITV.

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