

New year, new name – ipadio rebrands as ContactEngine

Submitted by: ContactEngine

Friday, 30 January 2015

To avoid further confusion with the iPad, ipadio has today announced that it will rebrand and change the company name to ContactEngine Limited. ipadio will remain the consumer facing brand of the company and will continue to offer exceptional high quality audio services worldwide to the general public.

ContactEngine is a highly sophisticated and efficient multi-channel communications partner for an increasing number of high street brands. The key to its success is that it does not force a brand's customers down a particular communication route, instead allowing the consumer to choose SMS, an automated phone-call, an email, or other messaging types to drive the conversation. This allows ContactEngine to achieve startlingly high contact rates – typically over 90% and its intelligent algorithms allow it to engage in a personalised conversation with a customer on their terms ensuring maximum customer satisfaction.

CEO Dr Mark K Smith explains: "We've known for a while now that in order to be easily understood by the international business market, we'd need to change our name from ipadio to avoid any confusion with the iPad. But to make things easy on everyone, we've just changed our name to that of our core technology - ContactEngine."

Chief Technology Officer Andy Ayers said: "Many companies suffer from inefficiencies when they deliver, install, meet or survey their customers. For example we see a statistical similarity across all sectors with about 10% of all customer appointments failing. ContactEngine, by communicating intelligently with a customer by their preferred channel, brings a raft of benefits – increased efficiency and significant cost savings for our clients, a far better experience for our client's customers and most importantly of all, we deliver even happier customers."

Notes to Editors:

ContactEngine is a cloud hosted Software as a Service company specializing in multi-channel communication allowing global brands to significantly improve the key interactions with their customers (and employees). Privately owned and rapidly expanding the company is headquartered in London, UK.

For Further Information:

Email: media@contactengine.co.uk

Telephone: +44(0)2033940840

Website: www.contactengine.co.uk

ContactEngine® Limited

Mark Street

Clergy House

London EC2A 4ER