



PRESS RELEASE – EMBARGOED UNTIL 12:01 AM 19TH NOVEMBER 2008

Contact Centre Action Announces New Visual Branding

Tuesday, 18th November 2008

Contact Centre Action today revealed a new logo and visual branding to coincide with their fifth birthday.

The logo is based on a circle – an infinite shape and a complete solution. The circle is broken into two C's linking back to Contact Centre. The chosen colour is dark blue, a colour that is strong, reliable and trustworthy. They are interlocked, defining communication and linkage. The solution to the circle is red, symbolising action. All elements are touching – constant contact points. 'Contact Centre Action links, integrates and communicates with one solution'.

Steve Pels, Director, Contact Centre Action said today: "After five years our visual branding was uninspiring and in need of an update. This image is new, fresh and much more representative of the complete solution we can provide our clients. Our service offering is unique in the market today and our new logo is easily recognisable and clearly sets us apart from our competitors."

For more information, please email info@ccaction.com.au, or call +61 3 8648 6577

ABOUT CONTACT CENTRE ACTION

Established in 2003, Contact Centre Action is a consultancy specialising in operational and technical aspects of contact centres.

Contact Centre Action is totally vendor independent, and can assist customers with the acquisition and optimisation of all types of contact centre technology, including ACD, CTI, IVR, Routing, Reporting, Call Recording, Workforce Management, Outbound Dialling, Speech Recognition and Biometric Verification. We do not sell technology but can source technical solutions from a variety of vendors.

Contact Centre Action can also provide assistance with operational aspects of contact centres, including recruitment, customer service, metrics and measurements, staff retention, process improvement, cost reduction, contact centre relocation and centralisation. All staff have 'hands on' operational experience in operating and managing contact centres. We don't just understand the theories, we have practical experience in managing staff in this often high-pressure environment.



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