

# QAD introduces customer response track for enhanced customer support services

## SMEs and Large Customers to Benefit

QAD (NASDAQ: QADI), a leading provider of enterprise applications for global manufacturers, today announced the launch of Customer Response Track, an initiative to enhance the service QAD provides its customers. QAD clients will be given a dedicated phone number that will be answered by a team of experienced staff members with extensive MFG/PRO knowledge and experience. This avenue of communication will be in addition to QADs existing support arrangements and will be aimed to solve problems on the spot.

As part of Customer Response Track, QAD has established a Customer Response Team that will augment QADs current Customer LinQ programme by adding more capabilities and extra value to clients.

According Pamela Lopker, QAD president and chairman of the board, The team reflects QADs commitment to being customer focused, and on track with their expectations. Customers will now have direct access to an experienced and knowledgeable team of people who will provide more rapid, if not instant answers to customers questions. QAD is very excited about this new arrangement and we look forward to rolling it out to our customers over the coming weeks.

All of our customers will benefit from this programme, particularly small to medium enterprises (SME) clients as they typically have smaller IT departments that rely on external resources for assistance with IT issues, Lopker said.

According to Gordon Fleming, QAD Australias Managing Director, the programme is aimed at providing a more agile and cost effective way of delivering support to customers.

The intent behind the initiative is to allow customers to get more efficiency from their software. Our professional staff will be on hand in an account management capacity and will be able to discuss ways customers can optimise efficiencies in their business, as well as conduct direct problem solving.

Its a model to enable the customer to succeed, keep total satisfaction with QAD product suite and help our customers achieve rapid return on investment, Fleming said.

It will make support staff more accessible and will allow users to better understand how they can optimise the use of MFG/PRO at their site.

## TRACK for Enhanced Customer Service

The acronym TRACK has been coined to describe this Customer Response initiative:

Timeliness - get the customer the answer in a timely fashion

Responsive - understanding the customer needs and addressing them

Accessibility - giving access to the people that can help them quickly

Choice of Communication - web, email, fax or phone.

Knowledge - talking to people who have the knowledge to resolve the customer issue. Every encounter should result in knowledge gain

Customer Response Track augments QADs extensive range of customer support services including online training and multimedia for eB2, 24x7 web support and Desktop Streaming that uses application sharing technology to allow QAD and the customer to be online at the same time for more direct problem resolution.

Customer Response Track will be rolled out in Australia from mid-April.

## About QAD

QAD delivers value through collaborative commerce for manufacturers, empowering enterprises to integrate diverse business processes and increase profitability. Manufacturers of automotive, food and beverage, consumer, electronics, industrial and medical products use QAD applications at approximately 5,400 licensed sites in more than 80 countries and in as many as 26 languages. For more information visit the QAD Web site at: [www.qad.com](http://www.qad.com).

Australia clients include: Mayne Pharma, Golden Circle Limited, Australian Bakels (Pty) Ltd, Lion Nathan Australia Ltd, Gibbens Industries Pty Ltd, SnapFresh Pty Ltd, Kikkoman Australia Pty Ltd, AMCOR Glass, Day Dawn Pty Ltd, Harvest Freshcuts Pty Ltd, Seeley International, Minelab Electronics, Techno Plas Pty Ltd, and Transitions Optical Pty Ltd.

New Zealand clients include: Kapiti Cheese, Millennium Plastics Ltd, Taura Natural Ingredients Limited, Invitrogen New Zealand, ENZA Foods, Comvita New Zealand Ltd, Nutrimerics Manufacturing, AEP Industries Limited.