

Optimizer International Group (FRA:3OP) gets ready to boost support infrastructure to cope with growing demand in services

After establishing a Hong Kong corporation in March, the company is now gearing up to boost its support infrastructure in response to the growing demand for cloud based software solutions in the Asia-Pacific region.

"We want to offer world class service and support to our customers around the world. So far it has been a unique point of difference for us in the online software industry and the results are very obvious.", said CEO Manas Kumar in a statement.

With more and more online software vendors reverting to automated and conventional help desk type systems, Optimizer is taking a unique approach to meeting the customers' needs around the clock and around the world.

"We are changing the way we have approached customer support in the past. This change has caused every member of the Optimizer team, to participate in front line support calls, all the way up to the highest levels of leadership within the company. We felt this to be the best way to understand what our customers' real needs and wants are; and in the process, we also end up establishing a strong connection with our customers at a more personal level", said Fred Oloapu, Chief Relationship Officer of Optimizer.

We are currently in the process of rolling out a "follow the sun" driven support structure whereby using teams located in different parts of the world, we can support our customers in their time zones and in some cases, in their preferred language. The Hong Kong setup is a great stepping stone toward bringing this to fruition.", continued Oloapu.

Ultimately, great customer experiences create memorable and longer lasting relationships with customers and Optimizer's step toward becoming an always available, customer centered cloud software company is one worth following closely.

About Optimizer: Optimizer HQ is a fast paced 'innovation factory' that develops and delivers internet based software products for small businesses around the world on a "pay-as-you-go" business model. Optimizer products are 100% web based with nothing to download and businesses only pay a simple monthly charge to use the software. Its popular technologies include email marketing, SMS marketing, customer relationship management, search engine optimization, email list management, location based services and associated consulting services.

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