



CASE STUDY :

BRIDGE TALK

Industry: Conferencing Services Provider

Objective: New conferencing partner to address a growing market and recover lost customers

ACT solution: A simple, flexible Partner Program that provides exceptional support

Top benefits: Global growth opportunity, support around the clock and a quality product

"I describe ACT's support as having a team of 10 people working for me, without the politics or cost of employing them."

Scott Curzon
General Manager
Bridge Talk

Customer Retention Soars with ACT

Bridge Talk was experiencing a low customer retention rate and faced the decision to close the business or find a provider with a more dependable product. "We had nine customer referrals in the first 90 days of doing business with ACT compared to zero referrals during our entire relationship with our previous conferencing partner," said Scott Curzon, General Manager of Bridge Talk. Since joining the ACT Partner Program, Bridge Talk's customer retention has been 100 percent compared to less than 50 percent previously.

Bridge Talk Elects the ACT Partner Program

Bridge Talk was on search for a new conferencing service provider to address the massive demand in the European and Middle Eastern markets. After experiencing poor product quality and limited support with their previous partner, ACT was a clear choice. "With ACT we're starting to see customers come back," explained Curzon.

Bridge Talk's Criteria:

- > Price competitive
- > A company who wanted to partner and commit to dual branding
- > More than reservationless conferencing product offering
- > 24/7 support with operator assistance available during calls
- > Electronic invoicing support
- > No cultural bias
- > Highest possible call quality
- > A partner who could react quickly to demands and the demands of Bridge Talk's clients
- > A company who was prepared to go the extra mile

Go Global

Bridge Talk's number one reason for partnering with ACT was the global growth potential and it is capitalizing on that opportunity already. ACT's sales and operational support in the UK allows Bridge Talk to offer customers there a savings of 50-60 percent over competitors. ACT makes global expansion a reality for its partners through:

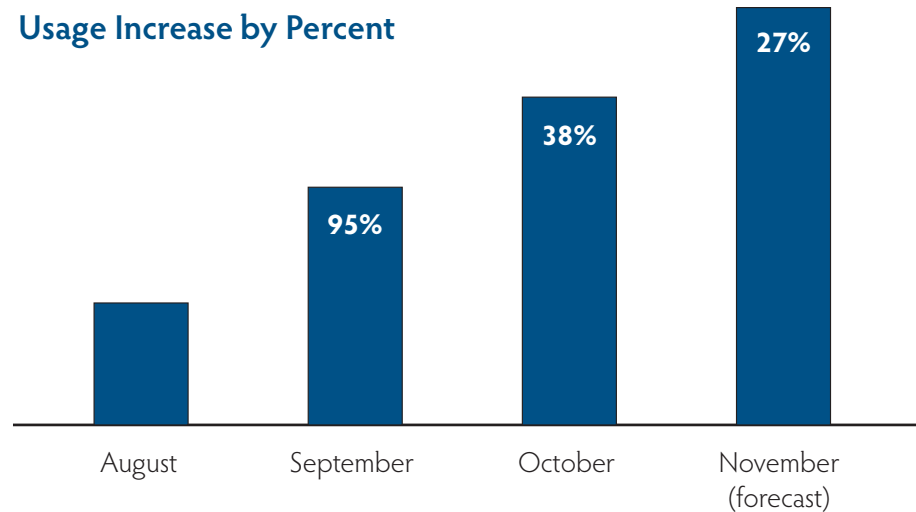
- > Follow-the-sun coverage and support
- > Global audio bridge linking
- > Local access numbers
- > Toll-free support

Integrate Seamlessly

With confidence in the product and service, Bridge Talk can concentrate on new business acquisition. "I can set up new accounts in 20 minutes and ACT's invoicing makes life easier," said Scott Curzon. He used to spend three or four days a month sorting through invoicing issues. Because ACT bills the customer with a Bridge Talk branded invoice, his company looks professional and he no longer has to sort through billing issues.

The quality of ACT's product has proven beneficial to Bridge Talk's business as well. Their previous provider had refunded approximately 17 percent of their monthly revenue to customers due to call issues. With ACT, no refunds have been made to date.

Usage Increase by Percent



Proof is in the numbers.

Bridge Talk saw usage increase on an average of 53% per month for their first three months as an ACT partner.

Tap a Growing Demand

With ACT, Bridge Talk is able to provide high quality audio, web and video conferencing services at competitive pricing to a broad range of clients across Europe and the Middle East which, until now, has been dominated by a few established players. With the ACT Partner Program Bridge Talk can now address a market need grown popular by increased travel expenses and economic instability worldwide.

"The global demand for our services is increasing every month and we see the United Kingdom as a key market to support our expansion plans. We are now able to offer customers savings of 50 to 60 percent compared to those typically offered by our competitors as well as provide 24/7 support," said Scott Curzon. "Our partnership with ACT allows us to compete on a global scale with the confidence of having what we believe is the best service on the market."

Bridge Talk is a privately-owned company that provides high quality audio, web and video conferencing services at competitive pricing to a broad range of clients across Europe and the Middle East.

www.bridge-talk.com

ACT Conferencing is an independent provider of customized audio, video and web collaboration services to organizations worldwide, both directly and through its ACT Partner Program.

www.actconferencing.com