



CASE STUDY : MAKOVSKY + COMPANY

Industry: Public relations/investor relations

Objective: A high-touch, service-oriented conferencing provider

ACT solution: Elite audio conferencing with Conference Director

Top benefits: Personal service with bells and whistles

"ACT is a great partner to work with — a responsive, responsible and thoughtful provider. We're high touch and so is ACT."

Gene Marbach
Group Vice President
Makovsky + Company



Leading Investor Relations Firm Makovsky + Company Partners with ACT Conferencing

"In an era when conferencing seems to have become a commodity, ACT stands out," said Gene Marbach, Group Vice President of Makovsky + Company. "I'm responsible for vendor selection, and I like vendors who make me look good because if things go wrong, the heat's on me. Previous conferencing providers couldn't consistently follow the procedures I requested, and sometimes I waited two days for a response to a question. I looked elsewhere and found ACT."

Count down to the earnings call

"I want to be called one-half hour before the start time of an earnings call," commented Marbach. "Fifteen minutes before dial-outs I start watching participant activity using Conference Director, which is very easy to use. It's a great interface that we can share with our clients. In fact, Conference Director is critical to the success of our calls because we and our clients see the same thing, and this makes the process a lot smoother and easier to manage."

Customize? No problem

ACT's Elite conferencing service can be customized with many personal touches and technology features to ensure that client objectives are met. Each Makovsky earnings call includes a Q&A session, and Marbach arranges for each call to be recorded to enable replay after the live call. ACT also provides transcriptions that serve as a reference for lawyers and Board members.

Show up and get the job done

"Makovsky is a high touch company that delivers very personalized services," summarized Marbach. "ACT is similar to Makovsky...responsive, knowledgeable and thoughtful. The bells and whistles are good but ACT provides the service that's essential in our business. The operators are sharp; they show up and get the job done."

One of our clients even takes the time to compliment us on our conferencing solution."

Makovsky + Company is one of the leading independent global public relations and investor relations consultancies in the U.S. The company's tagline, the Power of Specialized Thinking™, underscores the deep knowledge and relevant relationships the firm brings to client engagements. Since 1979, Makovsky has specialized in the financial and professional services, health, technology and business services sectors. www.makovsky.com.

ACT Elite audio conferencing offers the ultimate high touch, customized event conferencing solution for high visibility conferences that require Q&A, broadcasting presentations via the Internet, voting or polling and continuous monitoring.

ACT Conference Director is a web-based management tool that enables real-time viewing of participant information and activity, online chats with the operator or co-presenter, prioritization of questions during Q&A and more.