



CASE STUDY :

TORQUE CUSTOMER STRATEGY

Industry: Marketing consultants

Objective: Reliable conferencing for client meetings

ACT solution: ReadyConnect® audio conferencing

Top benefits: Prompt account setup; accurate billing

"Torque Customer Strategy forms teams whose members change depending on client needs. ACT Conferencing sets up accounts for us quickly, and the billing is accurate and easy to understand. Excellent service!"

**Paul Leishman,
Consultant
Torque Customer
Strategy**

Torque Customer Strategy's 'People Business' Relies on Audio Conferencing

Torque Customer Strategy is in the 'people business.' Torque staff members and their clients meet frequently to discuss customer research, customer insights, customer buying processes and customer retention. In fact, at Torque, everything to do with marketing must be customer centric. So it makes sense that Torque's conferencing provider shares this philosophy.

Responsive customer service

Paul Leishman, consultant at Torque, said, "We add and subtract team members depending on client needs, so we need to have conferencing accounts set up quickly. ACT always responds immediately to our requests, and the billing is accurate and easy to understand. During the two years we've used ACT, we've never had a problem."

A handy tool with a great price point

Torque uses ACT's ReadyConnect® audio conferencing – an easy-to-use, self-managed solution – to conduct meetings with clients located throughout North America. Conference hosts simply inform their meeting participants of the date, time, dial-in number and participant passcode. International calls may have more than one dial-in number to provide local access for participants. Leishman commented, "ReadyConnect is easy to use, and it is considered a very handy tool by our staff. The price point is great – no one is losing a half day or more in travel!"

Toronto-based Torque Customer Strategy is a business-to-business and business-to-consumer marketing consulting firm that places the customer at the center of all marketing activities. Through customer research and insight-driven go-to-market strategies, Torque helps companies in the telecommunications, technology, consumer product goods, financial services, healthcare, and retail sectors grow their revenue bases.

<http://www.torquecustomerstrategy.com/>

ACT ReadyConnect® Audio Conferencing enables users to arrange and control their own conference calls, 24x7, without making a reservation or having an operator present on the call.