



**FOR IMMEDIATE RELEASE**

**PRESS RELEASE**

**FusionExperience delivers new levels of customer service to Truphone, combining Salesforce and New Voice Media to implement industry leading telephony, CRM and case management combined.**

**London, UK – 28 February, 2013** FusionExperience is delighted to announce

Truphone, the innovative mobile phone company delivers an industry transforming service to travelers and FSA regulated businesses. Truphone engaged FusionExperience to conduct a major transformation of their enterprise business systems.

One of the major planks of this transformation is the sales and service support systems based on the Salesforce platform, implemented by FusionExperience and integrated with a Contact World based IVR from New Voice Media.

Colin Windsor, COO of Truphone commented 'A key element of the Truphone solution is integrated sales support. The sales path helps the sales team prepare on-line quotes based on the flexible Truphone services portfolio and pass the order and subscriber details straight to the BSS, delivering more efficient service to our customers'.

'I am proud of the fact that FusionExperience has managed one of the most advanced Salesforce Case Management implementations in Europe' said Steve Edkins, CEO of FusionExperience.

**ENDS**

**About FusionExperience:** FusionExperience is an innovative business and technology services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as Salesforce.Com and SAP, to build platforms and applications to meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource.