

News Release

MONDIAL APPOINTS NEW CRM BUSINESS DEVELOPMENT MANAGER Becky Green chosen to drive forward CRM division

Mondial UK, a leader in bespoke automotive services, is committing considerable investment to its CRM Services with the appointment of Becky Green as Business Development Manager – CRM. Bringing over 16 years experience in the call centre industry, Becky extends the knowledge of the existing Mondial UK CRM team. Her key objective is to identify new opportunities with customers in Mondial's existing key markets of Automotive, Travel and Insurance in order to help them maximise customer communication to drive profits. The appointment is part of Mondial's long term strategy to continue developing its outbound telemarketing offering.

Becky joined Mondial in 2003 as BMW UK Customer Satisfaction Programme Account & Operations Manager to secure its first outbound telemarketing contract. She has been responsible for developing the BMW account from simple customer and prospect satisfaction monitoring to successful longer term customer lifecycle initiatives.

Prior to joining Mondial, Becky set up and managed customer interaction centres for Porsche, Honda, Saab and Vauxhall. She was also a lecturer in telemarketing for the Institute of Direct Marketing and a consultant for Indian call centres.

"Becky's expertise puts her in a strong position to lead the CRM team as they expand this area of the business" confirmed Simon Cook, General Manager, Automotive, Mondial UK. "In particular, her call centre experience is second to none, which makes her the ideal person to lead the strategic development of our CRM division. The team has already been highly successful in driving customer satisfaction and maximising prospect interest."

Becky says of her new position, "My experience setting up the BMW account as well as previous roles throughout the call centre industry will be invaluable as I take on the development of Mondial's CRM division. I strongly believe there is a gap in the market for successful pro-active conquering and the stimulation of lapsed customers. This is something I aim to focus on.

“Mondial has created a highly reputable CRM department and I will be using my in-depth knowledge of the market to identify new opportunities to maintain our market leading position.”

-ENDS-

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Note to Editors

Mondial UK is a leading provider of customer support services to the motor and travel industries, insurance companies and other blue chip organisations. As a member of the global Mondial Assistance Group, Mondial UK provides services to customers 24 hours a day, wherever they are all over the world.

The Mondial Assistance Group, part of the world's largest insurance company Allianz of Germany, provides customer care contact to over 200 million individuals world-wide. Many of the world's leading organisations benefit from Mondial Group services each year, ranging from Motor Assistance, Customer Information and Care Contact, Marketing Programmes, Fulfilment, Breakdown and Accident Management, Warranty Services, Travel Insurance and Assistance, Property Assistance and Advice Lines.

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