

News Release

CRM EXPERT PETER GLUCKSTEIN JOINS MONDIAL UK He urges manufacturers to put customer service at the top of their agenda

Mondial UK continues to invest in the quality of its Customer Relationship Management (CRM) services with the appointment of highly experienced CRM expert, Peter Gluckstein. Prior to joining Mondial, Peter had retired from Direct Dialog, a leading B2B and B2C lead generation and direct marketing agency he had developed from humble beginnings. He brings an unrivalled depth of knowledge and passion for CRM and aims to help Mondial's clients harness new business opportunities through effective customer service and communication.

During his leadership at Direct Dialog, Peter secured a significant number of prestige motor accounts, including Honda, Porsche and Peugeot. Coming out of retirement from the CRM industry to join Mondial's highly reputable CRM department, Peter will play a key role in its future success, bringing strong ideas and insight.

"Despite CRM being on the agenda for many manufacturers for some years, it is still not being fully embraced," explains Peter. "Maybe this is because an air of mystery remains around CRM, but fundamentally it is simply providing good customer service and building on that relationship. There is nothing fancy or complicated about its implementation.

"There are some very expensive CRM consultants, and even more expensive CRM IT solutions out there – but I've yet to come across a manufacturer who is happy with the results of their efforts.

"On the other side of the equation is Mondial UK. Whilst it is primarily seen as an assistance and warranty provider, it has been delivering CRM solutions that bring return on investment,

for some years. Despite retiring from the contact centre business two years ago, the offer to join Mondial was very enticing. As an organisation, Mondial prides itself on knowing its clients' business, which is the key to a good CRM service.

"Operational services are at the hub of Mondial's business, which in turn puts it in the perfect position to work with its manufacturer clients to help them understand their customers. An honest and forthright relationship enables us to help our clients achieve good customer service, or rather, implement a successful CRM strategy.

Peter continues, "In the two years since I left, CRM hasn't moved on, which is immensely frustrating and disappointing. From my own experiences, marketing activity remains mistimed and misdirected. Businesses continue to fail in understanding the benefits of CRM, particularly manufacturers who are focused on the product over and above the customer. And because manufacturers don't own the distribution chain, they lose sight of the importance of good customer service or are let down by franchised networks.

"Mondial leads the way delivering a quality CRM service and I relish the opportunity to work in a position that means I can put customer service back at the top of the agenda for manufacturers."

Simon Cook, Automotive Director, Mondial UK concludes, "Peter has a passion and deep understanding of the CRM business, which makes him an invaluable addition to the team. We

have already developed a highly successful CRM division, driving up customer satisfaction for our clients and maximizing opportunities with customers and prospects. With Peter's experience and knowledge we will be able to make great strides in our strategic business development plans."

-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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