

2TOUCH NEWS RELEASE

2TOUCH MANAGEMENT GO BACK TO THE FLOOR

Sunderland, 8th April 2008: 2Touch, the UK's leading customer lifecycle management company has sent its management team back to the floor as part of its initiative to ensure effective communication throughout all parts of the business. These monthly, one day sessions will provide both operational staff and senior management with the opportunity to integrate and appreciate the unique skills each person brings to the organisation.

The 'Back to the Floor' initiative aims to strengthen the communication between each department. Alex Martin, Business Development Director at 2Touch explains: "My back to the floor experience within our contact centre, warehousing and fulfilment departments was extremely worthwhile. It never ceases to amaze me how skilful our staff are and this opportunity made me appreciate even more, the hard work and commitment everyone puts in to ensuring 2Touch delivers the highest quality of service to our clients. Most importantly, it created an opportunity for me to interact with the staff without the hierarchy, breaking down any communication barriers that may have existed and creating a sense of team unity."

Wendy Raine, Fulfilment Group Leader at 2Touch comments: "By holding regular back to the floor sessions, we are continually driving morale and encouraging enthusiasm amongst our employees. All of our managers were extremely pro-active and were not afraid to get stuck in to the daily tasks of putting welcome packs together and packaging customers' goods within our warehouse and fulfilment division. Our staff understand how much their hard work is appreciated and that they have the full support of the entire management team."

As a result, and following the success of the programme, 2Touch will be running 'back to the floor' days every month to ensure a collaborative working environment is embraced.

Ends

Notes to Editors

About 2Touch

2Touch is a customer lifecycle management company that maximises revenue and profit opportunities and enhances customer loyalty through brand interaction programmes. We

understand that every customer interaction is precious because it determines the way they think and feel about the brand.

2Touch is different because we recognise communication preferences evolve and change throughout the customer lifecycle, so we have become experts in multi-channel customer interaction. As a result we can readily respond to customers' demands, whilst delivering improved business performance.

Whatever your customer management issues, we can help. Find out how by calling us today on 0800 694 4075.

Further details about 2Touch can be found at www.2touch.co.uk and Axiom at www.acxiom.co.uk

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