



Affinity4 Continues Its Emphasis on Best in Class Service with Major Call Center Upgrade

Affinity4 Announces Call Center Upgrade: Affinity4 has completed a major upgrade of its Norfolk, Virginia call center encompassing new PCs, flat panel monitors, VOIP, plasma screen and a robust CRM program - all intended to assure its high quality customer service in response to steadily increasing call volume.

Norfolk, VA ([PRWeb](#)) October 3, 2008 -- Affinity4, one of the nation's leading affinity-based marketers specializing in helping charities, ministries and other non-profit organizations raise funds, once again demonstrated its continued emphasis on "Best in Class" customer service with a major upgrade of its Norfolk, Virginia Call Center. The project was prompted by the steadily increasing number of calls coming into Affinity4's Call Center. This past July represented one of the company's highest call center volumes.

To effectively manage the volume and maintain its high standards of customer service, Affinity4 incorporated new, advanced technologies into the center. All new Hewlett Packard (HP) PCs and flat panel monitors were installed along with a new Asterisk-based Voice Over Internet Protocol (VOIP) phone system, as well as a 52-inch plasma screen to communicate important information to agents. Additionally, the off-site data center was changed with all new servers to improve the service quality.

Also as part of its Call Center upgrade, Affinity4 is in the process of implementing a Sugar Customer Relationship Management (CRM) solution, which will replace previous proprietary and commercial packages the company had been using. The new Sugar CRM program will enable Affinity4 to aggregate management of all customers, products and potential customer into a single application. As a result, Affinity4's reporting capabilities will be greatly enhanced and its call center agents will be able to access more information about customers on a real-time basis, while on the phone with customers. Overall efficiency relating to order entry, maintenance tasks and the streamlining of reports also is expected to increase. The initial phase of the Sugar CRM application launch has been completed with the full-scale rollout expected to be complete by year's end.

Affinity4's Senior Call Center Manager, Michael Baldwin, noted, "Our Call Center not only handles incoming customer service-related calls, but it represents a key sales channel for us. With these significant enhancements in technology and personnel, we will be able to exceed our customers' expectations when it comes to customer service, while still focusing on growing the business at a manageable rate."

According to Mr. Baldwin, all Affinity4 agents will attend refresher training on all products the company offers. In addition, product benefits will be discussed in each pre-shift meeting daily. Affinity4's new CRM will be tailored to allow its agents to be 'tagged' so that they are reminded to follow-up with customers who they initially contacted.

Affinity4's Call Center previously was located in Tahlequah, OK, but was relocated in 2007 to Norfolk, VA where the company is headquartered.

More about Affinity4:



Affinity4 is an affinity-based marketing company whose mission is to help support its non-profits' goals by assisting in their fundraising and development programs. Specifically, Affinity4 markets various telecommunications products and services, including long distance and digital phone services, high speed Internet, as well as DIRECTV®, credit card and motorist assistance to the supporters of its international base of non-profits which includes charities, ministries, colleges and universities. With each supporter's purchase, Affinity4 provides a 10% GiveBack to the corresponding non-profit organization. Affinity4's business model is to leverage and transform ordinary activities such as making phone calls into fundraising opportunities on behalf of vital causes worldwide. The Affinity4 Brand Promise is Ordinary Activities. Extraordinary Giving. To date, Affinity4 has given back more than \$75 million to non-profits worldwide. The company is headquartered in Norfolk, Virginia and led by President and CEO, Stephen Halliday. For more information, visit: www.affinity4.com or call 1-800-684-4880.

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