



Local Church Connects with Community Using @liveconx Survey Service

Live person calling delivers faster turnaround and doubles average survey completion rate

Cornwall, Canada – August 22, 2011 — @liveconx, a leader in affordable, full service contact response solutions and call answer services that track, manage and respond to all contacts regardless of the communication method, today announced that St. John's United Church of Brockville, Ontario selected its on-demand customer survey service to rapidly gather comprehensive data on member communication preferences.

After completing an intensive strategic planning exercise, St. Johns United Church of Brockville identified a need to better understand how the Church could use modern methods like email, the internet and social media to reach its members and communicate its message. To poll its members the Church turned to the contact management professionals @liveconx.

@liveconx conducted an outbound calling survey using live call agents, which has proven to deliver double the survey completion rates of alternative or automated calling methods, and collected and delivered comprehensive data on members' communications preferences.

"@liveconx provided us with invaluable information about the communication habits and preferences of our members in far less time than if we had tried to gather it ourselves," stated Pat Markovitch, Strategic Planning Team Lead. "Armed with the insights provided by this data, we can make informed decisions where to focus our communication efforts to most effectively communicate with our membership from Monday to Saturday. The @liveconx representatives were professional, and the whole process was very easy to use."

About @liveconx

For over 15 years @liveconx has provided efficient, affordable multi-channel contact response solutions and call answer services that track, manage and respond to all client contacts regardless of the communication method or time of day. @liveconx offers a full range of conventional, personalized and specialized call answer and contact response services, as well as individually customized call answer training and education programs for your own personnel.

For more information please visit www.liveconx.com

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For more information please contact:

Corporate Contact
Pam Poehlmann
Manager, @liveconx
(800) 267 9132
ppoehlmann@liveconx.com