



NEWS RELEASE

Enhancing customer relations

Singapore, 29 May 2006 – PurpleTrain.com is a 100%-owned venture of Informatics Holdings Limited has introduced the 'Live' Helpdesk service to enhance customer relations.

Customer relation is a form of marketing - a happy customer will inform five people; an unhappy customer may inform ten. Good customer relations offer a sense of achievement, satisfied customers and more return customers; the first step that PurpleTrain.com is taking to enhance its customer relations is the introduction of the 'Live' Helpdesk Service.

Help Desk Service offers:

- Access to 'Live' support during and after office hours via allocated 'Live' chat session. With the latest technology that PurpleTrain has implemented, customers can express their problems and concerns over the session whereby they can hear and possibly see (if they have a web Cam installed) the customer support staff from PurpleTrain.com), exchange of document and discussion pertaining to relevant document with highlighting tools are made available too. This Live Helpdesk session allows problems to be attended to and solved more quickly, efficiently and more economically compared to making trunk calls (especially to overseas students).
- Around-the clock phone-in Helpdesk support. For customers who prefer to talk to a customer care staff over the phone, they are available around-the clock at 65-93629292.

"The next frontier at PurpleTrain.com in customer service is to handle the problems creatively. With the 'Live' Helpdesk Service, the overseas students will have a more economical platform to have their problems resolved by our customer care officer more efficiently." Alan Phua, Executive Director – Operations.

"The key to good customer relations is to keep in contact with the customers and having a good platform is important." added Alan.

Very often, gaining return customers and customer loyalty requires a little push. Keeping in personal contact with customers gives them a sense of feeling valued and even if they do not sign up any other programmes this time, this relationship may be rewarded in the future.

Timing and platform of contact is crucial when keeping in contact with the customers because too much contact can become annoying and excessive emails could be viewed as spamming.

The 'Live' Helpdesk Service serves as a '*I am there for you when you needed me*' platform for our customers. It is therefore important for the service provider to provide the right information, service or material at the right time.



Helpdesk Live

Our Helpdesk Live uses the latest in VOIP software that enables voice and video interaction.

We require you to have the latest Interwise Participant Application installed

Operation Hours :

Session One 1000 - 1100 Hrs
Session Two 1900 - 2000 Hrs

Requirements :

Please click here for setup instructions
Please click here for FAQ's

Other Information :

About Interwise
About PurpleTrain.com

[ENTER HERE](#)

For details of the online platform, please visit

<http://www.purpletrain.com/contactus/livehelp.asp?ccode=0136>

About PurpleTrain.com

PurpleTrain.com, the global e-Learning provider, started out as Asia's first e-Learning provider in 1999. It offers Business and IT education programmes and corporate training services.

PurpleTrain.com firmly supports continuous lifelong learning and provides students from all over the world with access to internationally renowned courses anytime, anywhere with minimal disruptions to their work and other obligations, and without having to leave home.

By combining innovative technology with world-class training content, PurpleTrain.com offers companies and individuals a high value, quality and effective online training solution. Its online courses range from Master and Bachelor degree programmes to diplomas and certificates, ranging from technical level to management level to cater for the varied needs of corporations and professionals. For more information, please visit www.purpletrain.com

About Informatics Group

The Informatics Group, listed on the mainboard of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning in Asia, Middle East, Africa, Latin America and other region., offering programmes from foundation programme (for international students) to undergraduate and postgraduate degree completions. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations (SQC for PEO) as well as the People Developer Standards Award. For more information, please visit <http://www.informaticsgroup.com>.

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