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## Local language support holds the key to customer satisfaction say European librarians

An in-house customer satisfaction exercise carried out by Accucoms BV has recently shown that European librarians greatly value having a customer service contact they can talk to in their own language and time zone about subscription problems and other customer service related issues.

Accucoms has reported that many subscription related problems have been resolved and good relationships restored since they began providing local language customer service support on behalf of a number of US and European publishers. Raluca Pop, Account Manager, Accucoms, who was responsible for carrying out the research said "The general feeling amongst the librarians we talked to was extremely positive. Many welcomed the commitment to customer service shown by the publishers we represent and said that it had been a relief to talk to someone in their own language about their subscription problems."

Mrs. Santamaria, librarian in the Vall D'Hebrón Children's Hospital (Barcelona, Spain), explained that, "personal support is a basic requirement and if the support is in my own language and time zone, it is perfect." She expressed the importance of further specialization in companies who provide these services to libraries and applauded the "wonderful initiative" taken by the publishers offering their Customer Service through Accucoms.

Mrs. Grison from Ecole Veterinaire D'Alfort (France), told Accucoms that she is pleased to have a French speaking contact in her own time zone to discuss any subscription and/or access related issues. She said "for me, the language and time zone difference especially with American publishers are crucial obstacles to solving our problems. I am happy to know that I will have a dedicated French speaking contact person at Accucoms".

Lennart Eklind, Biology Library, Stockholm University (Sweden) said of the service "Of course personal support is something you can never get enough of! Subscription issues can sometimes be quite difficult and so of course personal support is necessary. A specialized European point of contact for American scholarly publishers is a very good idea. The time zone is one problem and if you can talk to someone in your own language about publication problems, that saves me a great deal of time".

"Time and time again we solve subscription and other customer service problems that cannot be solved by the agent, for one reason or another", commented Pinar Erzin, Managing Director, Accucoms. She went on to say "We provide a complete, out-sourced multi-lingual customer service operation and publishers are really benefiting from the service we offer their customers. Customers are finding that it is a cost-effective way of improving customer service and in turn has benefited their sales. We understand the market, understand the issues and have no language barriers to overcome."

Diane Sullenberger, Executive Editor, PNAS says of the service Accucoms offers "As the market evolves and becomes ever more complex, front line, high-quality customer service is going to be key to our continued success. We do not have the resources to provide this level of service and multi-lingual support ourselves and are delighted to be able to outsource it to a partner we can trust. The results of the research carried out by Accucoms underscores their commitment to us and to our customers."

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### About Accucoms

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, with an office in the US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.