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## **EDP Sciences signs with Accucoms for sales representation and customer support services in North America and Europe**

Accucoms, a leading provider of sales and marketing services to scholarly and society publishers, announced today that they have signed an agreement with prestigious society publisher EDP Sciences to provide sales representation and customer services across the whole of Europe. In addition, Accucoms will also take on sales representation across Canada and USA on behalf of the France based society publisher.

“The business of scholarly publishing is changing and it is becoming increasingly difficult for smaller publishers to provide the high level of personal service that customers demand”, commented Jean-Marc Quilbe, Managing Director of EDP Sciences. “We needed to outsource our sales and customer services functions to an organisation that could be dynamic and responsive with the skills necessary to effectively do business in a global marketplace. With the evolution of new subscription models, consortia deals and price negotiation, it is just not cost-effective for a publisher the size of EDP Sciences to provide that level of service in-house. We wanted to partner with the best in the business and Accucoms were the obvious choice. They are experts in their field, are full of energy and are extremely proactive in their approach to business.”

“We are delighted to partner with EDP Sciences”. Pinar Erzin, Managing Director of Accucoms said “EDP Sciences publishes over 30 journals and has an international customer base. This agreement shows how difficult it is, even for a mid size publisher with significant experience in the journals business, to build a truly effective global sales and customer service team in-house. Local language and market expertise, coupled with the skills and experience of putting together deals that work for both the publisher and library, is what Accucoms excels at and we are confident that EDP Sciences and their customer base will benefit enormously from their relationship with us. We are looking forward to working with such a forward thinking and eminent publisher.”

Services that Accucoms will carry out for EDP Sciences include results driven sales representation, key account management, multilingual customer service and telemarketing campaigns to lapsed subscribers in their local languages. The Accucoms sales team will research leads, visit potential customers, give demonstrations, arrange trial access and negotiate site licence access for individual institutions, large corporations, multi-nationals and consortia. Accucoms will also attend library events and conferences on behalf of EDP Sciences.

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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, and in US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales support and customer service.