



i-Vantage and Automotive Directions Partner to Enhance Customer Service

i-Vantage, Inc. and Automotive Directions recently partnered to bring higher quality service to automotive customers. Automotive Directions' offerings help automotive dealers establish and maintain strong relationships with customers, resulting in improved customer loyalty, positive word-of-mouth advertising, and reduced marketing expenditures. i-Vantage's team of contact center agents perform a variety of services for Automotive Directions, including calls to potential clients, customer surveys, and follow up calls to recent automobile buyers to drive customer loyalty.

([PRWEB](#)) January 13, 2002 -- BOSTON, MA - January 9, 2002 - i-Vantage, Inc. and Automotive Directions recently partnered to bring higher quality service to automotive customers. Automotive Directions' offerings help automotive dealers establish and maintain strong relationships with customers, resulting in improved customer loyalty, positive word-of-mouth advertising, and reduced marketing expenditures. i-Vantage's team of contact center agents perform a variety of services for Automotive Directions, including calls to potential clients, customer surveys, and follow up calls to recent automobile buyers to drive customer loyalty.

Providing their clients with outsourced customer service calls allows Automotive Directions to better serve current and future customers. Amit Maheshwari, CEO of i-Vantage, said, "In an effort to maintain and attract new customers, automotive dealers now have a cost effective solution to deliver customer delight to automobile buyers." Malcolm Thorne, CEO of Automotive Directions, added, "The addition of this outsourced CRM solution allows us to offer a complete CRM solution to a wide range of automotive clients."

Automotive Directions is a customer relationship management (CRM) solution provider for automotive retailers. i-Vantage is a provider of outsourced IT-enabled solutions with an emphasis on offshore call/contact center services, custom development, and data/application integration. For more information on Automotive Directions, visit www.automotivedirections.com. For more information on i-Vantage, Inc., visit www.i-Vantage.com.

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