

Cabestan announces a 37% growth in revenues. Cabestan banks on its technical expertise and the reactivity of its customer services

Despite the economic slowdown, Cabestan enjoyed 37% growth in its 2009 revenues compared to 2008. In 2009, Cabestan's activity continued to develop at a sustained pace.

In France, the projects managed by Cabestan have adapted to changing circumstances. Corporate clients are increasingly looking towards the automation and scripting of one-to-one e-mails, SMS alerts, transactional e-mails, and so on. There is a new awareness, with companies taking their time to optimise relations with their customers in order to maximise their revenues. Companies are therefore analysing in fine detail the behaviour of their customers and aiming towards high value-added segmentation. Interoperability between their information systems and the Cabestan platform has proven vital in meeting these expectations.

"Despite an increasingly competitive environment and a slowdown in the economic situation, Cabestan has achieved a 37% growth in its revenues. In 2009, Cabestan consolidated its position as a trusted partner with its clients. Our technical expertise, operational excellence and customer support service are recognised on the market. Our ability to support our customers in developing a higher value-added e-marketing strategy explains our customer loyalty rate of 97%," says Daniel Breton, Cabestan General Manager.

Cabestan has chosen to bank on its technical expertise in order to propose increasingly sophisticated functionalities, by investing 20% of its resources in Research & Development. The Cabestan platform is recognised as being the most flexible on the market: the flexibility of its architecture enables integration of its e-CRM solution in existing company set-ups in a technically transparent manner. In this way, the Cabestan platform is able to adapt perfectly to the needs of each of its clients, and not vice-versa.

The specialist in customer relations via e-mail has seen its customer portfolio grow by 23%, for a total of over 400 clients worldwide. The corporate clients acquired by Cabestan in 2009 include the following: GDF Suez, Kiabi, La Poste, La SNCF, L'Oréal, Publicis, Toyota, Lancôme, la Renfe, Barcelóviajes, Planeta.

Cabestan exports its expertise to Spain, the UK, the USA and Canada. These new sites underpin Cabestan's market position, allowing it to bid for contracts throughout Europe and worldwide.

Cabestan has embarked on 2010 in a spirit of supreme confidence and continues to place its faith in its technical and commercial development in order to become a major player on the e-CRM market. The success of Cabestan's activity is based on its capacity to provide unparalleled technical expertise and operational excellence based on its 12 years of experience in the world of direct online marketing.

Marion Bajoux

Further information go to: <http://www.cabestan.co.uk>