

## PRESS RELEASE: Silverbear Launches New Website

**5<sup>th</sup> December, Guildford:** Customer engagement specialist, Silverbear Ltd, have today launched their new website; [www.Silverbear.com](http://www.Silverbear.com). The new site design provides online visitors with dramatic improvements in navigation, appearance and accessibility. Regularly updated from Guildford the new Silverbear website is worthy of bookmarking for regular visits by anyone looking for the latest software developments and CRM application advances.

The new website has a dedicated section for each of the company's five core industries they work with:

- Event Management
- Membership
- Media & Publishing
- Healthcare & NHS
- Not for Profit

The site has a logical architecture, making it easy for users to navigate, is packed full of relevant functionality and boasts engaging design and imagery. Users can easily navigate to more focused microsites such as the event management software solution [www.evocos.co.uk](http://www.evocos.co.uk), or the membership management software solution – [www.SilverbearMembership.co.uk](http://www.SilverbearMembership.co.uk). Other highlights include a range of customer case studies and detailed information about Silverbear's cloud computing options.

Kate Oxton, Marketing Manager for Silverbear comments: "The new Silverbear website shows off our range of customer engagement solutions fantastically. It will enable our existing and future clients to find exactly what they are looking for with ease. By engaging with customers more intelligently, our clients can save money and increase efficiencies – the new website really demonstrates this well. The new design looks brilliant and we've already had great feedback from visitors."



The new website will continue to be developed over the coming months, so watch out for new features and functionality.

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### **About Silverbear**

Silverbear specialises in customer engagement software. By helping clients to communicate more effectively with their customers, Silverbear helps increase efficiencies and reduces business costs. Spanning process re-engineering, through to software design, development, deployment and testing, Silverbear's skills in project management assists organisations with a user friendly solution, providing rapid returns on investment.

### **Contact Silverbear**

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