

MEDIA RELEASE

Collective POS logo

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Collective POS Hires New Director of Customer Service Restructures Department to Better Serve Merchants, Improve Customer Experience

Toronto, ON (Mar. 11, 2011) – Dawne McGibbon has joined Collective Point of Sale Solutions as Director of Customer Service. She brings to the role over twenty years' experience in contact centre management and business to business customer service, effectively leading large teams. In the brief period since joining, she has already implemented several positive changes that are making a big difference in better serving merchants and reducing customer complaints.

"Most of our calls come from merchants who have an immediate problem to solve with debit card and credit card transactions or with their debit and credit card terminals, often while their customer is still there. Time is money to them. They can't afford to wait for the answer they need," Ms McGibbon explains. "Our aim is to increase resolution on the first contact."

Hours of operation have been extended, the functions of Billing and Technical Support are being combined and agents are now being cross-trained in both. From now on, all new recruits must be bilingual to further streamline the process and minimize wait times for merchants. Further initiatives to enhance and expand service levels will be introduced over the next short while.

Company president, Michael Back, says, "We're making these changes to serve both new and existing customers better, faster and more efficiently. We're committed and focused on delivering the best possible customer experience we can."

The company plans to enhance its newly relaunched website www.collectivepos.com by making more customer forms, how-to guides and other information readily accessible online. Collective POS customers can then help themselves to the tools, resources and answers they need 24/7 and keep phone lines free for more urgent, time-sensitive calls.

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About Collective Point of Sale Solutions Ltd.

Collective Point of Sale Solutions Ltd. (Collective POS) is Canada's choice for providing payment processing and merchant services. Founded in 2001 by President, Michael Back, the company's mission is to provide entrepreneurs and owners of small to medium-sized businesses with affordable, convenient and more customized alternatives to the debit and credit card processing services currently offered by major banks and other payment processors.

Collective POS serves more than 10,000 businesses across Canada, including retail stores, restaurants, hospitality providers, mobile services, e-commerce merchants, mail order/telephone order businesses, professional firms/clinics/practitioners, B2B product/service providers, trades people and many more industries.

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