



## **Live support offered to Ezibed.com users**

New Zealand last minute accommodation website Ezibed.com offers live support to its users.

**Release: 14 August 2008**

**Ezibed.com – 14 August 2008.** New Zealand last minute accommodation specialist Ezibed.com ([www.ezibed.com](http://www.ezibed.com)) has recently launched its new customer service solution that allows users to reach customer support in an 'instant message' environment without having to physically phone or e-mail for support. This is a New Zealand first for an online accommodation booking website.

With customer service a core focus for the company, Managing Director Gareth Pearce says that embedding the instant message feature onto every page on the website means that the company is keeping up with technological & consumer trends.

"Customers now want to communicate instantly with a company if they have a question, and picking up the phone to speak with someone is now not always the preferred method to resolve smaller queries," says Pearce.

The company that was founded in late 2003 has become a leading online accommodation booking website within New Zealand, recently expanding into Australia, Pacific Islands, USA and Canada. With over 2000 registered accommodation providers, & over 50,000 visitors per month, the company's growth has been rapid.

Pearce says that understanding what their users want is critical to the ongoing success of the website.

"Having a freephone number or an e-mail address listed on a website is now not sufficient, as internet users have become used to instant messaging friends or family & it's now part of everyday life. We want to improve the communication between ourselves & our users & the only way of doing this is by identifying trends & implementing changes".

"Our focus is all about offering a quality service to our customers & our accommodation providers that display last minute rates on our website. We continue to add innovative new features that allow us to engage with our users & this keeps us ahead of our competitors", says Pearce.

Ezibed.com is a New Zealand owned company, competing in a highly competitive environment with large international travel websites. The company plans to extend into popular Asian cities before the end of 2008.

**-Ends-**

Press Information:

For more information or imagery contact:

Gareth Pearce

Managing Director

P: +64 6 858 5442

E: [marketing@ezibed.com](mailto:marketing@ezibed.com)

Skype: ezibed.com

SOURCE: Ezibed.com