

# Voices.com Honoured with 2007 CRM Market Award

TORONTO, Canada – Sept. 5 (SEND2PRESS NEWSWIRE) – Voices.com ([www.voices.com](http://www.voices.com)), the leading online marketplace that connects buyers and sellers of voice over and voice acting services, was named a winner in CRM Magazine's 2007 CRM Market Awards.



**Send2Press® Newswire**

CRM magazine and the sixth annual CRM Market Awards honored the companies that focused on creating and cultivating rewarding customer experiences and relationships through the sophisticated integration of people, processes, and technologies.

The magazine named three customer implementations as winners of its CRM Elite Award, one each for an enterprise-level, mid-market, and small-business level CRM initiative. Voices.com was named the winner of a CRM Elite Award in the Small Business category with a sophisticated deployment of Salesforce.com.

Familiar with the concept of doing business on the Internet, the team at Voices.com utilizes many aspects of the Salesforce.com platform to not only capture data but also track their successes. Campaigns run through Salesforce.com are credited to a 215 percent rise in sales leads over a span of three months. The returns-on-investment attributed to Voices.com's

marketing campaigns were recorded to be as high as 1,189 percent in an eight-month period.

Chief Executive Officer of Voices.com, David Ciccarelli, says, "We are very grateful for this award from CRM Magazine and for the nomination and recognition received from Salesforce.com, a company we consider to be one of the most influential keystones regarding the success and growth of Voices.com."

**Using Salesforce.com, Voices.com has experienced:**

- 100 percent user adoption, resulting in cleaner, more-complete customer data and increasingly streamlined business practices;
- ROI from marketing campaigns as high as 1,189 percent;
- a 215 percent increase in new sales leads, in only three months; and
- a 62 percent increase in gross sales.

To learn more about Voices.com, visit:

[www.voices.com](http://www.voices.com)

**About Voices.com**

Based in London, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

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