

## PRESS RELEASE

# Caterease Software Enhances Customer Support

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### **Naples, Florida –**

Caterease, the industry's most popular catering and event management software, expanded its customer support department recently with the addition of new employees and the creation of a new Customer Liaison position.

The new position, according to George Rowe, Caterease Technical Support Manager, is a direct reflection of the company's focus on full customer satisfaction. "The Liaison position," Rowe explains, "is specifically designed to help new customers through that transition period – when they've purchased the program but they're not quite in need of technical support yet.

"It is not simply another support position," Rowe continues. "The Liaison pro-actively contacts new customers to ensure that they get their programs installed successfully, and to point them in the right direction to get any information they might need. In addition, the Liaison reaches out to existing customers – again, pro-actively – to remind them that we are here for them if they need us. We don't want to simply wait until a customer contacts us with a question; we want to make sure they know that their satisfaction is our primary concern."

In addition to the Customer Liaison position, Caterease has also expanded the staff in its training department to correspond with a variety of new training options. "In addition to a new full-time trainer, we have added a full-time Training Coordinator," says Chris Kopriva, Caterease Director of Training. "This is an in-house position," he explains. "The Coordinator will handle an increased offering of web-trainings and free orientations, so customers can have easy access to learning on a variety of different levels."

With an ever-increasing customer base and an ever-improving product, Caterease remains focused on ensuring that all customer needs are satisfied. "This program was originally designed to meet the specific needs of its end users," Kopriva points out, "and that focus has guided us through every update we've ever introduced. We're not the most popular program by accident. Every day more and more companies put their trust in Caterease, and we've vowed to never take that – or them – for granted."

### About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website [www.caterease.com](http://www.caterease.com) or call 800.863.1616 for more information.

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