



Media Contact:
Jacquelyn Thrasivoulos
OnState Public Relations
508.881.3109
jthrasi@on-state.com; Skype jthrasi

Book Cheap Holidays Meets Surge in Summertime Bookings with On-demand Call Center from OnState

UK-based Online Holiday Reservations Company Increases Customer Support Quickly and Easily with OnState's Virtual Call Center Solution

Newburyport, Mass. —July 2, 2008— OnState Communications, innovating new-generation contact center solutions, today announced that Book Cheap Holidays is using the OnState CallCenter as its customer contact management and support system. UK-based Book Cheap Holidays is an online holiday booking agency that arranges and reserves entire vacation packages or simply flights to worldwide destinations. Book Cheap Holidays is using a range of on-demand, virtual call center capabilities provided by OnState including Automated Call Distribution, dynamic call recording, callbacks, Instant Messaging, and agent reporting and monitoring.

“OnState has a brilliant call center offering, which uses advanced communications technologies to create a very user-friendly, low-cost and flexible call center and customer support solution,” said Ian Raine, a veteran of the travel industry and managing director of Book Cheap Holidays. “I’ve been involved in the set-up of a number call centers throughout my 22 years in the travel industry, and OnState’s monthly, per-agent pricing model based on VoIP technology represents a significant savings over a traditional call center,” continued Raine. “The travel industry has seasonal highs and lows and OnState’s pricing model allows me to easily and quickly meet market demands as I can scale up and down on call agents as needed. With OnState, I’ve created a dynamic call center environment.”

OnState – The Instantaneous ‘Local’ Call Center with Toll-free in over 20 Countries

As an on-demand call center with virtual PBX capabilities, OnState CallCenters do not require up-front costs, hardware, special software, or commitments. “There are absolutely no logistics requirements with OnState so you can consider it an instantaneous call center,” explained Pat Kelly, cofounder and CEO of OnState. “We give growing companies such as Book Cheap Holidays, a single solution for inbound/outbound calls, voice, and chat plus toll-free in over 30 countries. And, we’re 100% Web-

based, enabling businesses to integrate with other Web applications to create a unified sales and customer-service solution.”

An added benefit to the OnState solution is the ability for call centers to remain local. “We’re booking holidays for people from all over the UK and when they book their reservations, they want to hear a familiar-sounding voice – someone who knows local customs, school vacation schedules, and the like,” noted Raine. “With OnState we can adapt to local market needs by hiring local agents who can quickly get up to speed on our call center processes. Furthermore, with OnState’s agent reporting and monitoring functions, we can monitor staff performance and effectiveness on an on-going basis rather than looking at historical data, which is typically the case with traditional call center reporting systems. OnState delivers complete call center functionality that can grow with our business.”

Moving forward, Book Cheap Holidays will look to leverage additional OnState’s Web-centric functionality including live business chat and click-to-call. “We see bringing on board these Internet features as more and more of our customers start using the web for their primary means of communications,” said Raine.

About Book Cheap Holidays

Book Cheap Holidays is an online vacation and travel booking agency with a massive selection of cheap flights and bargain accommodation options from the travel industry’s very best holiday companies. With holidays originating in the United Kingdom, Book Cheap Holidays enables travelers to create their own cheap package holidays with flights from scheduled airlines, charter companies or low-cost carriers along with accommodation in hotels, apartments and villas all over the world. Visit www.bookcheapholidays.com

About OnState™ Communications

OnState gives small businesses a simple, low-cost, and scalable customer contact management solution. OnState Contact Center for Skype, a Skype for Business Extra, is the company’s flagship product. It integrates advanced call center tools into a single, partner-enabled and Web-embedded application. Visit: www.on-state.com.

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