

CPIO retain top honours at the Sage Circle of Excellence Awards

10th November 2006. Local software company CPIO based near to the NEC in Birmingham took top honours at the second Sage Circle of Excellence awards ceremony in Manchester last week.

Sage, a leading provider of business management software and services, introduced the concept of a Circle of Excellence last year in order to recognise and reward the business partners who provide outstanding customer service and whose customers are the most likely to recommend them to friends and colleagues. The Circle is open to all Sage Business Partners, no matter which product they sell from Sage's extensive portfolio, and only the top 1% were chosen to form the 15 member Circle.

On presenting the award to CPIO, Paul Stobart, CEO, UK and Ireland Region, Sage (UK) Limited, states, "We are delighted to present this award to CPIO. They represent excellence in customer service and were one of the first to join this exclusive club last year. My congratulations to CPIO for managing to retain the award for a second year."

Explaining the concept of the Circle of Excellence Stobart continues, "Given that word of mouth recommendation is the most important driver of new business it makes sense to measure how our customers feel about us and our business partners. It follows that the more customers that we have in the market place recommending Sage and our business partners such CPIO to others, then the better the growth prospects are for all.

Particularly pleasing to me is the fact that some partners have maintained their position in the Circle of Excellence despite the fact that it is very clear that the whole business partner community has improved its performance in terms of communicating with and responding to customers more effectively."

CPIO Managing Director, Andrew Watkinson, says, "We are delighted to win this award again in 2006. Not only is it recognition of all the hard work the team has put in but also it is great to receive this type of endorsement from our customers. We would like to thank all of them and we look forward to developing our relationship into the future."

Notes to Editors

The Circle of Excellence Awards are judged using independent research conducted with a representative sample of the Business Partner's customers.

For further information on Sage and how we measure recommendation please contact:

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About Sage UK

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