



NEWS RELEASE

Informatics customers 'wowed' by excellent service

02 August 2005, Singapore -When was the last time you were 'wowed' by excellent customer service? The customers of Informatics have the answer.

Customer opinions and expectations have played an increasingly important role in business, service providers have to rethink of our approaches to differentiate ourselves.

'Differentiation is the key to survival and success in any business. There are three key fronts on which you can fight the differentiation battle: Price, quality, and service. Your ability to compete on price is limited. You can cut your margins just so far without jeopardizing your operation. It is difficult to compete on quality too.

Modern technology has caused most products to become commodities; hence, there is often little difference between Brand A and Brand B. Service is, therefore, the best strategy for competing in the marketplace. Being on par in terms of price and quality only gets you into the game. Service wins the game.'

[Source: Moments of Magic article by Dr. Tony Alessandra]

According to Lawrence Wee, Vice President for Higher Education and PurpleTrain of the Informatics Group, "We are in the business to wow people and this is how we want to differentiate ourselves from the competition."

What our customers have to say?

"I have graduated from the Oxford Brookes University during November 2004. I will like to take this opportunity to send my gratitude to the following, without them, I will not be able to achieve a first class honors degree.

First, I will like to thank the management for making available the bachelor degree course, which benefits me and many others. The course builds concrete foundation with in depth discussion into each subject. The practical work for each subject translates the theory into real world implementation. This allows us to have a firm understanding of each subject theory and its practicality.

Next, I will like to thank the operational staff for their kind assistance rendered. For instance, the trip to the University in UK for a Networking Subject, the staffs have done a good job making the necessary arrangements with the university.

Lastly, I will like to thank the lecturer, Mr. Emran for his patience, his willingness to impart his knowledge and his guidance. His mastery of the subjects helps students of different background to understand each topic from different angles; he is always there to provide guidance. I thank you all." **Neo Lee Koon**



“Since the year 2000, I have been with Informatics where I did my USQ programme and UOP programme, Ms. Pearly was the one who has given me her fullest support to pursue my dream of obtaining higher education. When I was about to give up my studies, she gave me good advice and help. Now, I hold a degree qualification from a prestigious UK university.

When I encountered problems during my summer school in the UK at the Portsmouth University, she helped me with my problems even when she was off duty, due to the time difference.

Many of us, students are immensely impressed with Ms Pearly and would rate her 10 out of 10 for service excellence. She helps to ease things for students like myself, which makes it a lot easier for us to concentrate in our studies.

Customers and students alike will certainly benefit from her customer service skills. With staff like Pearly, informatics has an additional competitive edge to be a major academic and business education player in Singapore.

The excellence in customer service shown by the staff at Informatics, Ms Pearly, Ms Arasi and Ms Vivian, is a major compelling reason for me to strongly recommend Informatics to my company, Asia Pacific Breweries Singapore, for our business and academic educational needs.”

Lee Kok Loong

About Informatics Group

The Informatics Group, listed on the mainboard of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning more than 50 countries, offering programmes from O/A Levels (for international students) to undergraduate and postgraduate degree completions. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations (SQC for PEO) as well as the People Developer Standards Award. For more information, please visit <http://www.informaticsgroup.com>.

For more information, please contact:

Yap Wai Lian
PR & Marketing Manager, Higher Education
Informatics Group
DID: (65) 6580 4286
Email: wlyap@informaticsgroup.com