



RED24'S CRM CENTRE IS EXPANDING

London, 11 November 2011

Today red24 announced the full opening of its new 24/7 Crisis Response Management (CRM) Centre. The CRM Centre, which is red24's operational hub, has moved to a new building in the southern suburbs of Cape Town, South Africa, which has been its home since 2002.

The new facilities increase the company's operational capabilities and enable it to grow internal staff numbers. The CRM Centre houses the IT, financial, customer services, security and intelligence departments as well as green24.

'The new CRM Centre is now ready to take red24 to the next level, in terms of customer activity', says CRM Director Sarah Spolander, who has been with red24 for more than nine years. 'As well as enabling us to improve our operational back-end processes and systems, having a great environment to work in is a valuable retention tool and something we as an employer take seriously.'



'This represents an investment in our people and products', comments Maldwyn Worsley-Tonks, red24's CEO. 'The CRM Centre is at the operational heart of everything we do – it's our core asset. We have a unique business model in the risk management industry and it is paramount for our future success to continuously invest in the CRM Centre and our 24/7 crisis response capabilities'.

As part of the move, the business continuity processes have been made more robust to reflect the larger number of clients and the wider range of crisis management and professional services taken on by the company. This includes travel security, ID theft assistance, food and non-food recall, travel tracking, kidnap and ransom, and maritime security.

The company has released a short film in its efforts to better communicate the CRM Centre's capabilities to its clients, which are based across the globe, from New York to London to Singapore. "All of our prospects and clients are welcome to take a personal tour of our CRM Centre, but this isn't always possible. However, the new film lets all our clients have a virtual tour of our CRM Centre from wherever they are based", says CRM Director Sarah Spolander.

To see the new facilities in Cape Town, please click here to watch the video http://www.red24.com/media/crm_video.php

END

About red24

red24 is a global security company providing guidance, assistance and response within crisis management, travel tracking, product recall, kidnap and ransom and travel security. red24 was founded in 2000 and is registered on the London AIM Stock Exchange (REDT).

For more information on our services, please contact pressoffice@red24.com or visit our website www.red24.com