

## Matching Service connects buyers with suppliers

Web-based service Matchboard launched earlier this week. Matchboard matches buyers and suppliers working under the mantra, "Smart Sourcing for Sales, Service and Back Office".

Matchboard solves a fundamental business problem: "So many people wish they could just type in exactly what they're looking for, and get connected to the best suited companies to speak to. We have turned that wish into a reality. Our matching engine enables a company to submit their purchasing need through a targeted questionnaire, and get matched with a shortlist of the best-fit suppliers to assist. The Matchboard supplier database is dynamically updated and rich in information including supplier capacity, capability, experience, locations, strengths and target markets." Managing Director, Sharon Melamed, said

For now, Matchboard is focused squarely on the sales, service and back office niche, with the most popular offerings including: contact centre and direct sales outsourcing; consulting around operational efficiency, sales capability and social media strategy; cloud-based contact management and CRM systems; training and recruitment.



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