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CBS

REGIONAL HEADQUARTERS LAUNCHED IN SINGAPORE

Nevada – Internet solutions provider and customized solutions specialist, Creative Business Solutions has taken the first step in expanding its operations. Only this time however, its expansion has gone international with a strong emphasis in reaching out to the Far East.

Creative Business Solutions, or more affably known as CBS amongst its clientele, has long been known for its quality in customer service and specialization in offering personalized, customized solutions for its clients. Its clients, who range from different industries and countries, have been growing exponentially since it was launched as an independent unit since 2001. There has been a growing need to offer dedicated customer service to its clients in the Asian region, spanning from Malaysia, India and even reaching down to Australia

The difference in time zone and the need for a physical presence has been a major decision factor, opines newly appointed Regional Director for the region, Seeni J G. “We have had a constant demand and a very healthy base in this region since we started marketing internationally. Having a physical office in close proximity and an easily accessible customer support service is assurance for any client. We also had to prioritize that our customer service will not be compromised, just because our client happens to be at the other part of the globe.”

When asked on why their chosen choice to pit their foothold in this region has been Singapore, it was understood that its stable political system and economic policies on foreign companies has been the major factor. It was also added that its technical infrastructure and advanced peering agreements with its external exchange points has been a major pull factor. “There was stiff competition between our final choices. However, when technical and infrastructure comparisons were made, we had only one clear winner”

With expanding offices, CBS has surely come a long way from its starting stages. With an effective marketing front and a new market segment in this region, plans are sure underway to open more offices in and around the region it is believed. When asked on where will the next expansion be for CBS, Seeni added “We are taking one step at a time and letting our marketing team take decisions into future plans is not a sound strategy. Plans are in the pipeline for another office in Europe perhaps, and another in Asia to strengthen our reach here. We are also looking for sound players offering various services in the region that we can work together with and compliment our services, offering more value added services for our clients.”

-- *Written and edited by Brian Keller*