

## FOR IMMEDIATE RELEASE

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**SAN FRANCISCO – August 13, 2009**

### **ActevaRSVP for Salesforce now includes Offline Registration by Phone**

*New call center feature allows event organizers to take phone registrations*

ActevaRSVP, the leading Salesforce event registration solution, today announced the release of a new call center registration feature: event registration by phone. Now available on the Salesforce.com AppExchange, [ActevaRSVP's](#) latest release allows event organizers to take registrations in the way that is most convenient for each attendee, such as an online event invitation, inbound and outbound phone calls, or email.

The key benefit of the new call center feature is that it provides an easy way for event organizers or their staff to quickly register an attendee while they have them on the phone. This gives the organizer another medium to help boost event registrations. By completing the registration on their behalf, the event organizer provides the attendees with added convenience and encourages participation in future events.

Current ActevaRSVP customers are already taking advantage of the new capabilities. "We find that invitations with a follow-up phone call produce packed events and low no-show rates," says Emily Kranz, Vice President of Operations for Sales, Marketing, and Training at Listingbook. "Acteva's ability to register people for events supports how our business works, whether a customer RSVPs through an email link, our website, or face to face with a salesperson in the field. This way we get the best ROI for each event we do."

ActevaRSVP allows users to take event registrations from their existing website, invite any combination of contacts and leads stored in Salesforce CRM to participate in an event, and then check their participation status in Salesforce.

Additionally, an RSVP activity record will automatically be created in the lead field to verify the action has taken place. Organizers will also be able to view the job title when selecting invitees and add time zones to their events – which is especially helpful for geographically dispersed events.

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#### **About Acteva and ActevaRSVP**

ActevaRSVP is another powerful yet simple on-demand business solution from Acteva. Designed exclusively for the AppExchange, ActevaRSVP is ideal for managing all types of free events. Acteva is the trusted leader in online event registration, ticketing and payment management services. Since 1998, over 14,000 customers have used Acteva to manage more than 260,000 events and process more than 4.6 million registrations. Acteva's customers include Bausch & Lomb, Pfizer, SAP, Girl Scouts of America, Whole Foods, Craigslist Foundation, BMW/MINI, NASA, VMware, Apple, DHL, PG&E and thousands of small to large-sized businesses and organizations. Acteva is headquartered in San Francisco, California.

For more information on ActevaRSVP, please visit [www.ActevaRSVP.com/product.html](http://www.ActevaRSVP.com/product.html)

**About Salesforce.com**

Salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM applications, available at <http://www.salesforce.com/products/>, has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com Platform enables customers, partners and developers to quickly build powerful business to run every part of the enterprise in the cloud. Based on salesforce.com's real-time, multi-tenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.

As of April 30, 2009, salesforce.com manages customer information for approximately 59,300 customers including Allianz Commercial, Dell, Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, and SunTrust Banks.