



## **Century Software scoop top honours at Sage Circle of Excellence Awards**

07 November 2007. Local Software Company Century Software based near Birmingham was honoured at the third Sage Circle of Excellence awards ceremony held in Telford last week.

Sage, a leading provider of business software and services, introduced the concept of a Circle of Excellence two years ago in order to recognise and reward the Business Partners who provide outstanding customer service and whose customers are the most likely to recommend them to friends and colleagues.

On presenting the award to Century Software, Paul Stobart, CEO, UK and Ireland Region, Sage (UK) Limited, states, "We are delighted to present this award to Century Software. They represent excellence in customer service and my congratulations go to all involved."

Explaining the concept of the Circle of Excellence Stobart continues, "Given that word of mouth recommendation is the most important driver of new business, it makes sense to measure how our Business Partners' customers feel about them. It follows that the more companies there are in the market place recommending Business Partners such as Century Software to others, then the better the growth prospects are for all".

Century Software Managing Director, James Dignan, says, "We are delighted to win this award for the third year in a row. Not only is it recognition of all the hard work the team has put in but also it is great to receive this type of endorsement from our customers. We would like to thank all of them and we look forward to developing these relationships into the future. It is confirmation that no one individual within our company can win this award, but it takes fundamental team work and focused commitment to our customers."

### **Notes to Editors**

The Circle of Excellence Awards are judged using independent research conducted with a representative sample of the Business Partner's customers.

For further information on Sage and how we measure recommendation please contact:

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### **About Sage UK**

Sage (UK) Limited is a subsidiary of The Sage Group plc, a leading international supplier of business management software solutions. Formed in 1981, the Group was floated on the stock exchange in 1989 and now employs over 10,000 people worldwide in its market leading companies throughout Europe and the USA. Further press information is available at <http://www.sagepresscentre.co.uk> or at <http://www.sage.co.uk>