

Swapalease.com Reaches Out To Leasing Companies

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As a way to illustrate that customer service is paramount at Swapalease.com, company management stated that they will be focusing on connecting with leasing companies in an effort to improve lessee satisfaction as it relates to lease transferring. Scot Hall the EVP of Operations at Swapalease.com said, "This is not a new direction for us, rather a way of refocusing our priorities to best accommodate the needs of our clients." Hall added, "Swapalease has accumulated a great deal of user feedback that leasing companies who are truly committed to providing great customer service will find valuable."

Swapalease.com receives a great deal of feedback from users in terms of volume as well as variety due to the site's large client base. A handful of common themes are routinely noted when user feedback is evaluated. As a result, the company has developed the Swapalease.com Lease Transfers Best Practices. Essentially the best practices are designed to streamline the lease transfer process for leasing clients. From the leasing company perspective greater customer satisfaction and increased efficiency is the outcome.

Other areas of importance include - the length of time required to transfer, what potential obstacles to look out for, and how easy the process was to complete. Obviously, users are looking to transfer quickly with minimal challenges. Interestingly, the cost of transferring a lease is seldom mentioned which may be attributable to users on the seller side of the lease transfer already having researched other options for exiting a lease that are far more expensive.

Swapalease.com is the world's largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company's patented processes. Conceptualized in 1997 it has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer.

Swapalease.com has been featured in stories by CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google.com as an online marketing case study.

The company is headquartered in Cincinnati, Ohio, and is privately held. For more information please call 866-SWAPNOW (866-792-7669).

Note to editors, Mr. Hall is available for interviews.