

Tracesmart Enhance Their Suite of Tracing Packages

Tracesmart offer consumers more choice with their new range of subscription 'add-ons'.

July 16, 2008 (FPRC) -- Tracesmart, leading providers of online people search tools, have today announced the launch of optional extras which will allow both new and existing customers to tailor their tracing subscription packages, based upon their specific needs. These new 'add-ons' will provide Tracesmart's users with further value for money, whilst also saving them time when conducting searches.

The new range of add-ons enhance the current subscription packages by offering those who are trying to find relatives or friends, the opportunity to define what elements they require in their package, dependent on the particular needs. Paul Weathersby, Tracesmart's Technical Director, explains further, "Our new range of add-ons will offer search functionality and subscription customisation that was previously unavailable. We understand that each and every customer has different needs and goals when attempting to trace individuals. For example we know that many of our subscribers will have a substantial amount of information relating to the person they are attempting to trace; in this instance they will likely only need access to basic search tools and the electoral roll datasets. On the other hand some customers will have minimal information relating to the missing person they are looking for and will therefore need to access our additional datasets and higher level search tools, which is where the add-ons come into play."

The array of add-on options includes access to supplementary data such as the telephone directory and Tracesmart Register, as well as a collection of intuitive search tools which includes an age range filter and radius search. These tools and additional data will help individuals locate the person they are looking for even if they hold minimal information. For example, if a person was last known to be in Leeds, but have relocated to a surrounding town or village such as Pudsey, conducting a name search in Leeds will not locate them. However if the user has purchased the search radius add-on they can designate a specific radius, say 15 miles, which would then locate the individual. Conversely, if a user already knows the individual they seek lives in Pudsey, they would not need the radius search tool and could opt for the standard subscription package; this ensures that whatever the customer's specific needs they will be able to define the tools and data they have access to. Commenting on the launch of the customisable service, Mike Trezise, Managing Director of Tracesmart, notes why it is important to offer customers the choice, "As part of our customer satisfaction program we monitor user search trends. It has become apparent that whilst some users are able to locate individuals with just one search, others are using multiple searches to locate the party they are looking for. By offering the additional search functionality and data, our users can refine searches and save themselves time."

Notes to editors

Tracesmart.co.uk is the UK's leading people search engine. Developed by a team of highly experienced tracers and world class IT professionals, the site has helped thousands of people reunite with old friends and lost loved ones.

Paul Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.

Michael Trezise is the founder and Managing Director of Tracesmart. With over 25 years of tracing experience his unrivalled knowledge provides the company with a distinct competitive advantage.

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Keywords

[Electoral Roll](#)

[Missing People](#)

[People Search](#)

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