



## Register.it helps Italian SMEs take their first steps on the Internet with a new professional consulting and technical assistance service

*Launch of a new consulting service to assist SMEs in creating a website and effectively meet the needs of visibility and communication of any type of business.*

*With the aim of "customer delight," Register.it also provides, at no additional cost, a new information and technical support service.*

Florence, 26 June 2014 - Register.it, the Italian brand from the DADA Group, leader in the domains, hosting, e-commerce and digital advertising market, confirms its commitment to assist SMEs and Italian professionals in getting their business online by providing a new consulting service to help even the IT novice in the creation of an effective website. With the aim to increasingly target the needs of the small business, often lacking in-house expertise in the field of digital communication and ICT, Register.it web designers and online communication experts will be available to guide businesses in the process of building an online presence.

In line with the DADA Group's mission "*The gateway to your digital presence*," Register.it continues to contribute to the innovation of SMEs, going beyond simply offering an intuitive solution for creating professional websites by aiming to provide added value through a dedicated consulting service. All businesses that create a website with Register.it can take advantage of additional support from a team of experts and receive valuable guidance and suggestions to give life to their online presence. In just a few clicks, Register's basic offer of the "turn-key domain" gets the customer's business up and running online, including: a home page, three active email accounts and configuration for a mobile device site; besides in-depth consulting services for creating a website or an e-Commerce are also offered, again with the turn-key formula. Register.it helps SMEs to put together the best communication strategy, choose graphics in line with the business' activities and optimise the use of WebSite Solutions and e-Commerce features.

In parallel to their new service, Register.it's focus on "customer delight", i.e. high customer satisfaction, is also reflected in an overall improvement in the level of service available to businesses.

The latest innovation is the availability of free information and technical assistance via telephone. Customers and non-customers can request information, resolve any doubts or - in the case of customers - be guided by Register.it's team of experts to solve many technical problems, at no additional charge, by dialing their toll free number: 800-734-478, Mondays through Fridays from 9 a.m. to 6 p.m.

This new service will run parallel to their normal customer full technical assistance via the online control panel.



Finally, the service providing updates on the status of services has been improved to better respond to the customer need to be informed in real time. Thanks to a dedicated web page on Register.it's website, <http://status.register.it/>, customers can check the level of service provided by the technical platform, at any time.

*"The new services confirm Register.it's continuous focus on customer needs and the commitment to accompany Italian SMEs and professionals along their path of growth on the web. This goal led us to create special teams composed of experts available to offer dynamic and creative professional consulting and technical support to the customer at no extra charge," said Claudio Corbetta, CEO of the DADA Group. "If it is true that our services can be used independently by even the less experienced, there is a range of small and micro-businesses that do not have the time or resources to devote to creating their own online presence. We are now able to offer these businesses more support by helping them to identify their own needs and translate them into an effective website."*

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For further information:

[www.dada.eu](http://www.dada.eu)

[www.register.it](http://www.register.it)

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

#### DADA Group

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.*

*Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN. With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.*

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