

# Aussie Matching Site brings Smart Sourcing to the UK

*Free online service shakes up the B2B services marketplace*

LIVERPOOL, NEW SOUTH WALES, UNITED KINGDOM, July 27, 2016 /EINPresswire.com/ -- For all those companies looking for new ways to acquire and service customers, there's a better place to start than search engines and directories. That's according to [AboutMatch](#), a free online matching platform launching in the UK. The site covers hundreds of products and services in the "Customer" niche, from contact centre and self-service technology to digital, training, consulting and outsourcing services. Unlike search engines, where you enter a few keywords, AboutMatch uses powerful matching software to intelligently interpret business needs and quickly connect companies with the right suppliers to assist.



AboutMatch launches in UK

The platform is a sister brand replica of Australia's [Matchboard](#), which has been operating since 2012 with more than 1500 clients. Founder [Sharon Melamed](#), dubbed "The Matchmaker" by Aussie media, believes the UK is at least triple the size of her home market. "The UK is well-served with consumer matching sites, but in terms of B2B marketplaces, there's nothing quite like AboutMatch. We've taken the online dating model and applied it to business. We ask users up to 10 filtering questions, which then generates a shortlist of 'perfect match' suppliers" she said.

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*Sharon Melamed*

With more than 90% of businesses starting their buying process with online search, Melamed may have a point. AboutMatch can save users hours if not days of time trying to

work out who's who in the market. Search engines may return hundreds of thousands of results, but AboutMatch reduces this to between one and five best matches. The AboutMatch database also comes with a secret weapon: all its suppliers are pre-screened, which means only vendors that are highly rated by their clients are recommended by the platform.

AboutMatch is focused on what Melamed describes as a "hot niche" – everything businesses need to acquire and manage customers, whether that's through the phone, web, social media, chat or face-to-face. "We call it smart sourcing for the customer journey, and we hope UK businesses will embrace it!"

## AboutMatch

AboutMatch is the place to go to find suppliers online and a trusted, more efficient alternative to other search methods. With a specialisation in everything “Customer”, AboutMatch’s free-to-use platform makes it easy for companies to acquire, support, understand and delight customers by connecting them with the right suppliers to reach their goals. Complementing its core online offering is AboutMatch Events, an offline B2B matching program.

AboutMatch is the international offshoot of Matchboard Pty Ltd, a high-tech Australian startup founded in 2012.

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