

## **Equip-bid Auctions Chooses URClients Mobile Marketing Solutions to Enhance Customer Satisfaction**

Irvine, California – July 12, 2011- TEGA Technologies today announced that Equip-bid Auctions has chosen its URClients mobile marketing solutions to communicate with its buyers and sellers and enhance customer satisfaction.

Although specializing in equipment needs for the restaurant industry and food service professionals, Equip-bid Auctions also offers auction services for the automotive, marine, motorcycle and RV sectors, farm equipment, construction and heavy machinery. Customer service has been the cornerstone of Equip-bid's rapid growth over the years and it has been wanting for some time to increase the level of communication with its customer base of buyers and sellers.

Equip-bid Auctions recognized that its customers never leave home without their cell phones and that mobile communication is the most effective way possible today to communicate with those customers.

TEGA's URClients totally integrated text, email and voice mobile marketing software will enable Equip-bid Auctions to deliver fully automated and customized text, email and voice marketing campaigns to its customers including notifications for upcoming auctions, items offered for sale, registrations and special events.

TEGA Technologies revolutionized the mobile marketing industry with the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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