

ORLANDO, FL, October 03, 2013 **/24-7PressRelease/** -- Worldwide vacation exchange provider Dial An Exchange is bringing a fresh approach to the industry, today launching a new brand and new look for their global enterprise - DAE.

The organisation, which operates from offices in 11 locations around the world, has today officially relaunched as DAE, a change that consolidates the business under one global brand.

"Our growth over the past 17 years has been phenomenal," said Francis Taylor, CEO and co-founder of DAE. "From a single office in Australia, to global offices across Asia, Africa, Europe and the Americas, DAE has matured into a significant international player in the vacation ownership and exchange industry.

"We now service a base of more than one million members, with exchange products available in over a thousand vacation destinations around the world, and we want timeshare members and businesses to associate our legendary customer service, simplified exchange systems and free worldwide membership with one brand - DAE."

Voted as the industry's Best Customer Service Provider in the prestigious Perspective Magazine Awards for the past three years, DAE excels where it counts the most - in caring for its members."The structure of DAE has not changed," said Mr Taylor. "We will continue to run a close-knit business that is like a family, offering the same legendary service to our members. In fact, consolidating our brand to DAE gives us an opportunity to show our customers what a connected force we are, and the increased benefits that will flow on to them as a result.

"Our rebranding is all about improving the customer experience. Simplicity and transparency are at the heart of everything we do, and we've transformed our web platform to a more user-friendly interface that meets the expectations of the digital consumer.

"New ways to engage, fresh information and more interaction - that's the direction we are heading in."Not only an overhaul of the look and feel of the company, Mr Taylor acknowledged the new brand provided an opportunity to re-energise the company's commitment to its core values.

"We are re-stating our reputation for great customer care and service - and in turn our customer

Dial a Change: Unveiling the New Look DAE

Written by Australian Business

service efforts will go up another level as we grow our product offerings and exchange inventory with a greater variety of destinations.

"If you compare DAE now to five years ago, our capabilities as a company have reached an entirely new level. We want people that may have looked at us 5 or 10 years ago and thought we were too small, to take another look and see us now, leading the industry in growth, innovation and customer service."

To see more of the new look DAE, visit <http://www.daelive.com>