

## Using a Smartphone to Make Life Easier: Southwest Concierge Launches Affordable Tech-Based Concierge

Now, anyone with a smartphone, PC, or Web-enabled cell phone can access concierge and personal assistant services just like the rich and famous do -- but at very affordable prices. With the current economy adding stress to people's already overwhelmed lives, Southwest Concierge, an Arizona-based company, is the first to offer concierge and personal assistant services, nationwide, using this new technology.

With a smartphone, PC, or browser-enabled cell phone, including the new BlackBerry Storm and iPhone 3G, clients have real-time access to their personal concierge through the PocketConcierges.com Web site. They can make a request from anywhere in the world with six clicks, regardless of the request. Southwest Concierge will handle whatever clients can conceive: find a babysitter, send lunch to a business meeting, schedule transportation, and arrange for home improvements or everyday errands. Clients will receive a call or e-mail from their personal concierge within five minutes, with most requests handled in 15 minutes. Plans start at \$9.99 a month plus the cost of the requested product or service. There are no additional fees or markups.

Southwest Concierge ensures that its preferred vendors and personal assistants have undergone a complete background check and evaluation and that they stand behind their products and services, so in addition to saving clients time, they also provide them with peace of mind. Founded by Timothy O'Connell, a corporate IT management specialist, the company has built a reputation in Arizona and California for leveraging internally developed technologies to provide VIP-level services since its inception almost four years ago. This new smartphone-based service expands its reach to clients of all ages and incomes, across the country.

"Our business focuses on saving time," says O'Connell. "With this technology and inexpensive pricing, average people can get assistance with everyday home and business tasks, reducing their stress and making their lives easier."

Southwest Concierge boasts a client base of over 14,000, including a growing list of VIPs and companies such as Chicago-based Optima, Inc. and Catholic Healthcare West. For more information on Southwest Concierge's smartphone services, visit its Web site at [www.swconciierge.com](http://www.swconciierge.com), or call 866-370-6541.