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PRESS RELEASE
ClickFox Announces Three Customer Experience Analytics (CEA) Business Solutions
Industry's Only Comprehensive Cross-Channel Offerings Address Critical Challenges of Carving out Operational Costs, Boosting Customer Experience and Retention

Last update: 9:30 a.m. EDT May 5, 2009

ATLANTA, May 05, 2009 (BUSINESS WIRE) -- ClickFox, the pioneering leader of Customer Experience Analytics (CEA) software and solutions, today announced three new business solutions: CEA for Operational Efficiency, CEA for Customer Satisfaction, and CEA for Customer Retention. The company developed the solutions to address the growing imperative of strategically managing customer experience as an integrated, cross-channel core competency in order to meet today's critical challenges of carving out operational costs while at the same time shoring up customer satisfaction and retention.

With the unique ability to effortlessly aggregate data from all touch points and other analytics sources -- such as speech analytics, web analytics, quality monitoring, agent scoring, work force optimization and beyond -- ClickFox is the only solution provider in the industry to offer these solutions as comprehensive cross-channel offerings. Specifically, the solutions consist of integrated software and services that provide customer experience mapping and analysis, business process reengineering, reporting and portals -- enabling complete executive business case reporting along with the ability to monitor and measure the impact of cross-channel customer experience analytics leveraging the ClickFox CEA Enterprise 2.0 solution. The new solutions have been designed as practical, pre-packaged solution offerings that enable businesses to easily and rapidly achieve significant, ongoing bottom-line benefits on the path to full-channel customer experience excellence.

Based on deep cross-industry experience and domain expertise, ClickFox's CEA solution has a market-proven track record of success delivering rapid value to some of the nation's largest businesses and service providers across industries ranging from telecom and healthcare to finance and insurance. ClickFox has grown their contracted transaction volume to over 7.7 billion complex transactions per year; total annual client savings is estimated in the \$2 - \$4 billion range.

ClickFox's three new solutions provide enterprises with a proven road map to cross-channel customer experience excellence as well as a well-guided entry point to address some of the most critical challenges facing businesses today:

-- ClickFox CEA for Operational Efficiency Solution boosts operating efficiencies and carves out operational costs from a business' service delivery system while also improving the overall customer experience. By using segmentation analytics to categorize customer interactions by channel type, frequency and other attributes, this solution enables enterprises to determine the cost and margin of each interaction as well as to develop an optimal cross-channel road map for reducing ongoing operational costs. With a proven track record of enabling large global organizations to drive immediate multi-million dollar cost-savings within weeks of implementation and analysis, this solution offering is a high return-on-investment tool designed to rapidly impact the bottom line.

-- ClickFox CEA for Customer Satisfaction Solution enables businesses to holistically understand the "total customer experience" and the direct relationships leading to both negative and positive CSAT scores. By mapping end scores to the specific interactions/experiences that directly influence daily CSAT results, this solution enables enterprises to develop "predictability templates" to identify and proactively manage CSAT key drivers. Enabling enterprises to continually monitor customer satisfaction and service quality perceptions, this solution is an invaluable tool as businesses introduce new products/services, undergo organizational change (such as those resulting from mergers or re-structuring), react to external activities (such as media coverage) or face any other factors potentially impacting service quality and satisfaction.

-- ClickFox CEA for Customer Retention Solution uses the ClickFox CEA Enterprise 2.0 analytic platform to understand the specific customer behaviors and events that result in churn, enabling businesses to become more intelligent about what influences customer retention. By comparing the baseline experience

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of "non-churn" customers, businesses can leverage insights in two ways. First, this solution enables them to clearly identify the negative customer experiences that drive churn and intelligently respond to tie off leakages in customer retention. Second, with a deeper and more comprehensive understanding of the drivers of customer churn, businesses can identify "at-risk" customers and proactively respond appropriately.

"Analytics in many different guises and applications have become core to enterprises in all industries around the globe," said ClickFox CEO Marco Pacelli. "However, best-in-class organizations are looking past individual technologies and applications. Instead what they are really clamoring for are intelligent comprehensive analytics solutions for the corner office -- solutions that can clearly and quickly both deliver high-impact recommendations as well as measure and analyze business impact."

ClickFox will schedule a series of webinars in coming months to detail the specifics of these new solution offerings.

ABOUT CLICKFOX

ClickFox is the defining leader of Customer Experience Analytics (CEA) software and solutions. By visually synthesizing all interaction touches, ClickFox enables businesses to manage the "Total Customer Experience" by connecting the dots and making sense of the complex choices of customer interactions that drives revenues, loyalty, and defections. Transcending a limited single channel view, ClickFox CEA patented behavioral analysis engine provides a visually intuitive mapping of all customer interactions -- from IVR, retail, web, and email to agent CRM desktops, handheld devices, and interactive kiosks -- delivering unparalleled visibility to uncover hidden connections and reveal bottom-line customer insights. Deployed by some of the nation's largest telcos, financial institutions, among other Fortune 500 enterprises, ClickFox has a proven track record of helping world-class service providers dramatically boost operational efficiency and profitability. For more information, visit www.clickfox.com.

SOURCE: ClickFox

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