

PRESS RELEASE

Trade Fair

Attensity to present Customer Experience Management solutions at “be.connected” 2010 in Frankfurt

New social media monitoring, analytics and response application Attensity360 will be demonstrated

Kaiserslautern, Germany, August 25, 2010 – On September 23 and 24, 2010, Attensity will be demonstrating its Customer Experience Management solutions at the “be.connected” exhibition at the Messe Frankfurt trade fair center. At stand bc19 the company will be presenting its comprehensive portfolio of solutions designed to ensure positive customer experiences in contact centers. Attensity Respond which classifies, routes and provides responses to multi-channel customer communications, Attensity Service, which offers a web-self service portal based on a world-class knowledge base and decision tree capability and the new Attensity360 which monitors, reports on and enables users to respond to social media discussions.

Attensity360 enables organizations to collect, analyze and evaluate customer conversations in the social web, including opinions, recommendations and reviews about products and companies. The results provide decision-makers in service units and those working in marketing, product development and sales with information that is relevant for response, customer service improvements, product innovation and development and optimum customer targeting. Attensity360 draws on a data pool of over 70 million sources and can evaluate information in 17 different languages.

Workshop on social media and the contact center

In addition to exhibiting at the event, Attensity experts will also be leading a discussion and workshop on social media and the contact center at 1-3 PM on September 24th, 2010. As consumers flock to social media sites to give and get opinions and recommendations and to receive service companies are trying to figure out how to participate and respond to customers in a way that is personal while at the same time scalable, during this workshop Attensity will discuss best practices in driving social media interaction through the contact center.

“Contact centers in large companies have to be able to manage large quantities of internal and external customer data in order to be able to effectively serve the customer at the customer touch point they choose. To satisfy customers, contact centers have to deliver top-quality service and by using our product suite organizations can ensure that they are properly prepared for customer contact”, said Harald Zapp, Senior Vice President Business Development and Corporate Strategy at Attensity. “We are glad to be participating in the new trade fair platform ‘be.connected’, as we are convinced that this industry will deliver important innovations over the next few years. For this reason we need new events where people from the industry can meet and exchange ideas. As a member of the Premium Council we are therefore working to participate in developing this new industry meeting point.”

About be.connected

“be.connected” is a new platform for modern customer contact management and shows ways in which companies can make the customer the focus of all corporate actions. The event is a mixture of conference and industry trade fair, and features speakers such as Prof. Dr. Hans-Olaf Henkel, the futurologist Matthias Horx and industry consultant Prof. Dr. phil. Gertrud Höhler. For more details about the program and how to register for the event, visit www.beconnected-messe.de.

About Attensity

Attensity Europe delivers an integrated suite of Customer Experience Management applications. The software solutions are based on over 20 years of project experience, intensive industry know-how and semantic technologies that allow companies to interact with their customers via all channels in a relevant, effective, rapid and positive way. The product portfolio comprises multi-channel management and knowledge management software solutions for all service-oriented activities, including Attensity360 for monitoring and analyzing social media in 17 languages and from over 70 million sources. Attensity already has over 500 installations with over 220,000 users worldwide. Attensity operates in Europe as Attensity Europe GmbH and can be found at www.attensity.com

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