



PRESS RELEASE

Company

Attensity and Rapide agree on partnership to offer a solution that enables companies to analyze and act on internal and external customer data

Basingstoke & Coventry, UK, January 25, 2011 – Rapide Communication Ltd., the UK experts in Customer and Employee Engagement, and Attensity Europe, the leader in Customer Experience Management applications that generate value from multi-channel conversations, today announced a partnership to deliver a SaaS-based loyalty solution incorporating formal and informal customer feedback for analysis and action.

With the combined offering from Rapide and Attensity, Chief Customer Officers will have a single, powerful solution that enables them to:

- Capture both structured and unstructured customer data found in surveys, emails, social media and other customer feedback channels
- Analyse and relate both structured and unstructured data sets for optimum insights
- Leverage insights to enhance feedback campaigns, administration, security, and branding enterprise-wide
- Take action triggered by insights, sentiment and issues garnered from customer conversations

“We are excited to partner with Attensity and feel that the alliance will make for a powerful combination in the marketplace in 2011 and be-



yond,” said Nigel Shanahan, Managing Director for Rapide Communication Ltd.

Rapide has a team of 40 staff that is dedicated to creating award winning software and services and support for their clients. By combining Attensity software products with their well-established, mobile, text, voice and social media analysis services, Rapide will be able to offer their customers a highly comprehensive suite for professional customer experience management and a position of true understanding both internally and externally. A third of the FTSE 500 already use Rapide software including Premier Inn, Barclaycard, Lloyds TSB, SKY, AstraZeneca, Jaguar Land Rover and other very notable names within the UK.

Attensity delivers the power of sophisticated data and semantic analytics in the form of easy-to-use business applications, allowing business leaders, customer support personnel and customers to get relevant and actionable answers fast. Attensity applications use analytic engines to access both structured and unstructured data from various sources, find relevant and accurate information in response to queries and present the resulting insights in a way that supports accurate and timely decision-making.

“Together, Attensity and Rapide offer organisations the unique ability to get to the core of customer insights and respond to customer feedback and requests in a timely and impactful manner. This enables organisations to improve the customer experience to increase loyalty and sales,” said Ian Bonner, chairman and CEO for Attensity.



About Rapide Communication Ltd

Rapide Communication Ltd. is the UK expert in Customer and Employee engagement. Over a 1/3 of the FTSE 500 rely on Rapide's services. Rapide's award winning technology enables companies to talk and listen, allowing them to operate from a position of true understanding. The ability to distribute multi-channel communication is complemented by the capacity to capture and understand real-time feedback. Rapide is the only UK company to offer such a comprehensive solution.

www.rapide.co.uk

About Attensity Europe

Attensity Europe GmbH offers its customers an integrated application suite for customer experience management. Its software solutions are based on more than 20 years of project experience, in-depth knowledge of the industry and semantic technologies that allow companies to carry out relevant interactions with their customers effectively, quickly and positively through all channels. The product range includes multi-channel management and knowledge management software solutions for all service-oriented activities. It includes Attensity360 for monitoring and analyzing social media in 16 languages and from over 75 million sources. Attensity has more than 500 installations and 220,000 users around the world. Attensity Europe GmbH is part of Attensity Group, which is headquartered in Palo Alto, California.

www.attensity.com



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