ATTENSITY

<u>Trade fairs</u>

Attensity scores with its customer experience management solutions

The Call Center Expo in Birmingham was dominated by the topic of analyzing social media – Endorsing the fact that the company is introducing the right solutions at the right time.

Kaiserslautern, September 30, 2010 - Attensity Europe GmbH, a provider of semantic solutions in the area of customer experience management, and its products for analyzing social media were well received by the delegates who attended this year's Call Center Expo in Birmingham.

Visitors showed particular interest in Attensity360 and Attensity Analyze, software solutions that allow companies to listen to customer communications through a wide variety of channels, identifying their top issues, and discovering the sentiment and root causes behind concern or opinion being expressed, using semantic text analysis. Organizations can then combine these resulting insights with existing information held and then take appropriate action to "close the loop" with the customer.

The topic of social media analysis dominated the Expo in numerous talks and workshops. "Because of our outstanding success at this year's Expo and a widespread agreement that customer experience management will be increasingly important for contact centers and other corporate service units, Attensity will for the first time be serving as a sponsor at CallCenterWorld 2011 in Berlin," says Harald Zapp, managing director of Attensity Europe GmbH.

"Our experience has been that the United Kingdom is ahead of the continental European markets in using social media content to optimize customer experience management," he went on. This was evident, for example, in workshops like the one held by the company ProtoCall One under the heading of "The Impact of Social Media on the Contact Center – Oppor-

tunity or Risk?" It focused on such issues as how uncontrolled customer dialogue in Web 2.0 poses a threat to brand reputations, how companies are already using information from social media to improve their competitive positions, and the solutions and technologies that can be used for monitoring interactions and engaging with customers on the Internet. Another campaign, initiated by Attensity on the analysis of social media, was also warmly received. Sharon Townsend, general manager for service at Mitsubishi Cars, suggested that an analysis should be undertaken of customers say in Web 2.0 about the kind of vehicle accessories they would like to see, a suggestion which will be investigated with the help of Attensity360.

Attensity – an innovative company

Shortly before the Call Center Expo opened, Attensity was recognized in the 2010 IDC report as an "Innovative Company Under $100M to Watch" and presented with the Innovation Award. Particular mention was made of Attensity's achievements in the category of search-based applications, which IDC defines as applications designed to solve a particular business problem or streamline a business process that has a strong need for information, usually from multiple sources. Attensity was honored for its text analytics application, which was designed to enable nonspecialist users to "monitor social media, understand the voice of the customer and support compliance or eDiscovery."

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, which is used for monitoring and analyzing social media in 13 languages and from over 80 million sources. Attensity has more than 500 installations and 220,000 users around the world.

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