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Online Insight Selected as Exclusive Provider of Sales Assistance Technology for CFN/YouDecide.com Multi-Product Platform

Roll Out of Online Insight's Precision Choice Technology in Up To 30 Additional Product Categories Confirms Success of Initial Installation

ATLANTA – June 20, 2000 – Online Insight Inc., an eCRM (Electronic Customer Relationship Management) profiling solutions technology company, today announced an agreement with Consumer Financial Network, a leading provider of financial, health and life planning solutions to consumers and Fortune 1000 companies, and the preeminent financial services Web site, YouDecide.com, to be their exclusive provider of online sales assistance technology.

As the largest endorsement of Online Insight's Precision Choice technology, the agreement comes only three months after the initial installation on YouDecide.com's Home Mortgage Marketplace. Precision Choice will be rolled out on YouDecide.com in up to 30 additional product and service categories, including online investing, broker selection, credit cards, term-life insurance and legal services.

As it moves toward its goal of becoming the most comprehensive financial services portal for consumers on the Web, YouDecide.com continues to add providers to its site, increasing the need for next generation technology that can help customers make confident purchase decisions. Precision Choice™ objectively guides buyers through the selection process for multi-attribute products and services and provides objective recommendations that match the customer's individual buying requirements.

In YouDecide.com's Home Mortgage Marketplace, for example, consumers are currently able to compare product offerings between a dozen different providers. The user-friendly interface engages the customer in a 10-minute interactive interview during which the customer's preferences and trade-offs are measured against a wide range of offerings. YouDecide.com customers are then provided with unbiased recommendations that narrow their choices to the mortgage products most relevant to them.

"While the power of the Internet enables the unlimited aggregation of product choices, this can be overwhelming to consumers, particularly when trying to evaluate complex, multi-attribute products," said Ken Forster, President and CEO, Online Insight. "Precision Choice technology is designed to overcome these e-commerce challenges and change the way buyers and sellers interact online. YouDecide.com has done a great job providing consumers not only with the most complete range of financial products and services but also the most powerful tools available in the industry today."

"Precision Choice allows us to provide YouDecide.com customers with an efficient, individualized method of selecting from a host of financial providers and products and to make decisions with confidence," said Greg Fink, vice president, CFN. "Not only are we better able to understand our customers' needs, but we can now identify their purchase motivations and target programs that help us sell more effectively and close more transactions."

According to Forrester Research, only two percent of people who visit e-commerce sites make a purchase. Online merchants are currently deploying effective technologies to publish, manage and deliver personalized content to enable transactions, fulfillment and customer support. However, many potential e-commerce transactions are lost between buying interest and closed sale. This is due to the inability of companies to provide customers with online sales assistance that enables them to sort through the myriad of products and select the one that best meets their individual purchase objectives.

About Online Insight

Online Insight is an eCRM technology company with profiling solutions that guide buyers through multi-attribute purchasing decisions, enable sellers to compete on features beyond price and integrate the resulting knowledge capital into companies' sales, marketing, product planning and customer care systems.

Unlike technologies that make assumptions based on buyers' past behaviors, the Online Insight profiling solution engages the buyer in a real-time dialogue that captures explicit purchase motivations and trade-offs among decision-making criteria. The result is the delivery of the right offering to the right buyer at the right time.

Founded in 1998, the company is based in Atlanta, Georgia. Customers include SmallBizPlanet.com, YouDecide.com and Xelector. Online Insight can be found by visiting www.onlineinsight.com.

About Consumer Financial Network

CFN's goal is to build the premiere portal for consumer financial and health needs at work and at home. CFN offers corporations a customized suite of products providing highly flexible employee and manager self-service solutions for benefits, HR policies and other Business-to-Employee services. For consumers, CFN's YouDecide.com (www.youdecide.com) offers one destination for learning about, applying and transacting for financial services. YouDecide.com, is a robust e-commerce web site for marketing financial services and related benefits to individual consumers over the Internet, supported by assistance from trained consumer advisors. CFN's complete privacy policy is available on the YouDecide.com Web site.

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