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Online Insight Accelerates Migration from Product-Centric to Relationship-based Business Models With New Version of Customer Preference-based CRM Solutions

Version 3.0 Delivers Sales Consistency Across All Channels Ensuring an Objective and Superior Customer Experience, Personalized Advice and Rapid ROI from CRM

ATLANTA – April 10, 2002 – Eliminating the guesswork into what customers want is essential to survive in today’s challenging economy. It’s no longer competitive to use historical transactions to infer current customer buying motivations and personal preferences. Today’s companies must keep pace as the market place is accelerating from a product-centric to a relationship-based business model.

Online Insight, the only provider of sales solutions designed to help companies consistently sell complex products and services more quickly, predictably and profitably by providing real-time insights into the personal preferences of customers and aligning products that match stated preferences, announced today the general availability of its sales and marketing effectiveness solutions suite. Version 3.0 leads organizations to re-examine the technologies needed to round out their view of the customer to provide accurate, meaningful and personalized advice across all touch points. It allows companies to compete more effectively, increase customer loyalty and generate quicker value from their CRM investments providing the missing golden nugget for break-through relationship management-knowing WHY customers buy!

According to a recent report published by Meridien Research Group, the number of consumers projected to receive online financial advice is predicated to increase from just over 5 million today to almost 24 million in 2006.

Version 3.0 is based on Online Insight’s highly scalable and best-of-breed distributed architecture. The new version provides users with enhanced customization flexibility and performance improvements to support preference-based sales and marketing strategies, delivering value to three primary stakeholders: For the customer: Version 3.0 makes it easy for customers to find the right product, at the right time, with the greatest value that matches their personal preferences for products and services. Version 3.0 increases customer confidence that translates into increased levels of customer satisfaction and retention as well as increased margins and maximal Return on Relationship (ROR).

For the customer service representative: Version 3.0 educates agents on the motivations of each customer, pinpointing and prioritizing the most profitable relationships to close business faster.

For the enterprise: Version 3.0 allows organizations to execute 1:1 preference-based marketing programs using robust and flexible market segmentation capabilities to create and deliver highly customized communications and products. The solution allows companies to accurately determine the market “pull” of features and key attributes required in new and existing products to calculate overall attractiveness and profitability in advance of costly product development.

Version 3.0 drives customer preference intelligence to the center of all enterprise decisions, plans, strategies and actions, with the following new features:

Dynamic Conversation Designer: eases the script building process allowing companies to graphically design and change Collaborative Customer Conversations on the fly as e-business requirements evolve, new products are introduced or product features change.

Database Independence: built completely in enterprise Java and as such can be deployed on a wide variety of hardware, operating system and database platforms, including the newest versions of SQL Server (2000) and Oracle 9i as well as support the widest possible array of enterprise integration technologies.

Ease of Integration: with most CRM solutions, heavy integration is required. With V 3.0, just the opposite is true. Whether implemented in a single-server environment or within a multi-site, multi-application infrastructure, the only integration required to derive value from Online Insight is into the company's product database.

Powerful Recommendation Engine: enhanced mathematical modeling of customers' personal preferences and needs supported with comprehensive analytics to truly understand WHY customer make purchasing decisions NOW.

GUI Command Center: easily control and configure system components.

“Selling complex products and services with a high degree of consumer confidence across multiple channels is imperative in today's competitive, customer-driven market, said Gregg Mahoney, president and chief executive officer at Online Insight. “This ability is elusive to most companies due to the broad and complex nature of their offerings and the frequency at which products change or new products are introduced. We help companies overcome the obstacles to achieving sales and marketing effectiveness, driving increases in revenues by converting a higher percentage of prospects into customers, retaining customers longer and winning new customers faster,” he added. “With the release of 3.0, we continue to extend our market leadership position and are pleased to deliver it to our customers.

About Online Insight

Online Insight, Inc. is the only provider of solutions that enable companies to understand, in real-time, the preferences, priorities and purchasing motivations of customers across multiple channels. Ideal for complex selling environments, Online Insight helps companies improve their sales and marketing effectiveness, enabling them to close more business, in less time, at a lower cost. As most relationship management solutions make assumptions based on dated demographic and historical transactional information, only Online Insight answers the crucial “WHY” question behind purchase motivations. Customer and partner alliances include Accenture, Wells Fargo, Wachovia, BB&T, Etrade, Millennium Chemicals, WestWayne, Net Bank and ProAct Technologies. For more information, visit www.onlineinsight.com.

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