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Beazer Homes USA Continues CRM Focus Allowing Customers to Self-Discover Their Needs

Upgrade and Expansion of Online Insight's Suite Places Power of Knowing Personal Preferences Directly into The Customer's Hands, in Real-Time

ATLANTA – April 23, 2002 – The sales function at Beazer Homes continues to focus on getting closer to the customer. The proliferation of the Internet, customer relationship management (CRM) systems and corporate objectives to be each customer's advocate are the driving forces to the technological changes taking place.

The country's 6th largest homebuilder has agreed to upgrade its Online Insight Suite to include Version 3.0, released earlier this year. The move to the new version will expand the value of Beazer's CRM initiatives to improve the qualification, prioritization, and response time of sales opportunities by delivering valuable customer preference information directly to the hands of sales agents, in real-time.

Online Insight is the only provider of sales solutions designed to help companies consistently sell complex products and services more quickly, predictably and profitably by aligning products that match customers' personal preferences. Online Insight initially rolled out its solution via the Beazer Homes website, www.beazer.com in November 2001. The Home Finder solution makes it easier for prospects to locate homes that match their unique preferences for features such as location, community amenities, commute distance, price and others as they consider a Beazer home. Every month, over 2,500 visitors use the Home Finder solution.

Version 3.0 allows Beazer to take advantage of several new enhancements, including the integration of Insight SalesPro™. With Insight SalesPro, the Beazer sales team gains a significant competitive advantage. In real-time, the solution will deliver and present the customer preference information gathered through Insight Sales™ to each individual agent, providing them with in-depth intelligence into the buying motivations of their prospects. This will allow Beazer's sales agents to identify the most qualified buyers, narrow the field of homes to show and customize their sales discussions. For example, if school district and price are the customer's top two motivators over commute distance, number of bedrooms and overall square footage, agents will be able to zero in on these specific personal preferences to close business faster. Insight Sales is the solution that guides customers through the sales process where they express their personal preferences and trade-offs for home features and amenities.

"Providing agents with customer preference insight is a first in our industry and an initiative we are extremely excited about," said Ian McCarthy, president and chief executive officer at Beazer Homes. "By knowing what's important to the customer, our agents will know more than ever before, allowing us to meet customer expectations for new homes-now and in the future."

"It's very exciting to offer Beazer Homes Version 3.0 and demonstrate our continued momentum in developing and evolving our solutions to meet our customers' requirements," said Gregg Mahoney, president and chief executive officer at Online Insight. "The new version is evidence of our commitment to include new functionality that achieves the most measurable business outcomes possible in this ever-changing economic environment."

About Online Insight

Online Insight, Inc., is the only provider of 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. 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.

About Beazer Homes

Beazer Homes USA, Inc., based in Atlanta, Georgia, is one of the country’s ten largest single-family homebuilders with operations in Arizona, California, Colorado, Florida, Georgia, Maryland, Nevada, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas and Virginia. Beazer Homes also provides mortgage origination, title and insurance services to its homebuyers. For more information, visit www.beazer.com.

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