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Online Insight Fills CRM Gap Driving Customers' Preferences To Forefront of Enterprise Decisions

Listening to Customers to Know What Motivates Them Defines Business-Critical Processes Ensuring Value is Consistently Delivered Across All Channels

ATLANTA – May 22, 2002 – While CRM continues its maturation as a business discipline, many systems continue to only support the view of the customer that is historical and transactional-based. They can track “what” customers buy and when they bought, but they tell nothing about “WHY” they buy or what truly motivated the customer to take action at the point of interaction.

Online Insight is the only provider of solutions designed to help companies consistently sell products and services more quickly, predictably and profitably by aligning products that match customers’ personal preferences. Through a Collaborative Customer Conversation™, Online Insight proactively speaks with customers and collects real-time insight depicting customers’ personal preferences, needs, intentions and attitudes, at the point of interaction, across all channels.

“Online Insight’s distinction is significant because understanding a customer’s personal preferences or values in real time provides companies with a substantially greater degree of customer insight that is not gleaned from CRM solutions, said Harry Watkins, Research Director, Customer Relationship Management for Aberdeen Group. “Where typical CRM solutions look backwards, Online Insight looks forward to consistently manage and fulfill current customers’ expectations, while constantly refining and improving products and services to proactively meet changing realities.”

In a recently published Market Viewpoint, “Customer Voice Management: Driving Value by Listening to Customers,” Watkins says that using past behavior to predict how customers will react to new offerings that are significantly different from earlier products is problematic. “Using solutions that capture the voice of today’s customer and integrate it with critical value-add processes such as product development, sales, marketing and after-sales services allows organizations to break through to new levels of customer focus to achieve competitive differentiation, long-term customer satisfaction and improved profitability.”

When it comes to getting closer to the customer, experts agree that no one solution does it all. While everyone is talking about CRM, there is still a great deal of confusion about what the term means, what companies want from it, what technologies to use and most importantly, how to ensure that customer value is delivered in every interaction with the organization. “As a means of leveraging current technology investments, we are seeing more and more companies complement CRM and product lifecycle management solutions with value-add point solutions to fill critical customer information gaps,” Watkins said.

Imagine the confusion facing customers as they shop for complex, multi-feature products and services such as mutual funds, annuities, consumer electronics, vacation packages and homes. There are thousands of products to consider, each with its unique set of attributes. “Without a solution to help customers narrow the choices based on their personal preferences, the task can be overwhelming for the customer as well as the sales executive,” said Gregg Mahoney, president and CEO at Online Insight. “Using Online Insight to understand customers’ personal preferences creates a win-win situation in which sales teams learn to cater to customers’ needs more effectively, ultimately increasing customer satisfaction and sales.”

Catering to the customer and empowering sales agents with a deeper understanding of what customers want, is exactly what Ian McCarthy, president and CEO of Beazer Homes USA, Inc., had in mind when he chose Online Insight. The country's 6th largest homebuilder initially rolled out the Online Insight solution via their 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.

In April 2002, Beazer decided to upgrade its Online Insight suite to Version 3.0 in order to take advantage of several new enhancements, including the real-time delivery of customer preference information directly into the hands of their sales agents. "Providing agents with customer preference insight will be another first in our industry and is an initiative we are extremely excited about," McCarthy said. "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."

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 Aberdeen Group

Since 1988, Aberdeen has been a leader in providing market analysis and positioning services that help business technology suppliers meet the challenge of establishing leadership in fast-changing markets. Aberdeen is headquartered in Boston, MA, and has research centers in Palo Alto, CA, Fort Collins, CO and Amsterdam, the Netherlands. Visit www.aberdeen.com for more information.

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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