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Online Insight Recognized as the Leader in Increasing Sales and Marketing Integration and Effectiveness

Your Best Sales Interactions Consistently Deployed and Powered By Real-Time, First-Hand Insights into Customers' Personal Preferences

ATLANTA – February 4, 2003 – Online Insight's Sales & Marketing Effectiveness Solution Suite is recognized time and time again for bringing customers and enterprises into more profitable and satisfying relationships. The most effective sales interactions are made easy - whether a customer is on the web, on the phone, or with a live salesperson in a branch or showroom; Online Insight allows customers to find products or services best fitting their needs even when available products are numerous and complex.

Customers easily find their dream-home with this simple-to-use application at Beazer Homes, one of the country's 10 largest home-builders and winner of the "Best Home Search" award from Housing Zone. "Beazer's... advanced search function (provided by Online Insight) helps the user and the builder by focusing on the customer's wants and needs... intuitive and easy." In an article aptly titled "Bull's Eye", Builder Magazine (March 2002) observed that 80% of customers would follow the recommendations presented.

Online Insight's sales and marketing effectiveness tools were also recognized in the Aberdeen Group's article, "Bridging the Divide: Process, Technology, and the Marketing/Sales Interface", discussing how Online Insight's technology leverages adaptive conjoint (trade-off) techniques to drive the sales process by facilitating collaborative conversations with customers, helping salespeople assist prospects, and simultaneously informing marketing about changing customer preferences. They highlight this solution's ability to revolutionize the marketing and sales relationship by driving dual effectiveness. Sue Garrison, Executive Editor, *Alchemy*, echoes this sentiment in her article "Sell What Customers Want, Not What You Think They Want" (July, 2002). She discussed customer's disenchantment with how out-of-touch businesses are with prospects' needs and preferences. Similarly, Catherine Graeber of Forrester Research, in "Right-Channeling Financial Transactions", found that although financial institutions champion better cross-channel customer experiences, most CRM efforts fail to capture consumer's preferences as Online Insight's suite does.

"CRM applications have failed to deliver the return on investment that companies expected, because they focus on historical, demographic and transactional data. I am delighted that Online Insight's Sales and Marketing Effectiveness Solutions allow companies to gather real-time, first-hand preferences toward product or service offerings as prospects interact through different touch-points. Only this solution lets you know WHY customers want WHAT they want NOW!" said Gregg Mahoney, CEO, Online Insight.

About Online Insight

Online Insight 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.