



## Press/Analyst Contact

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# Online Insight Launches Precision Choice Technology that Objectively Assists Consumers in Making Complex Purchasing Decisions

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**ATLANTA – October 15, 1999** – Online Insight Inc. announces the introduction of Precision Choice, the flagship product in its Precision Solutions suite of e-commerce enabling technologies. Precision Choice allows e-commerce merchants to give their customers unbiased, individualized and understandable recommendations for complex purchase decisions, generating higher close rates and developing greater customer loyalty.

Precision Choice is a product recommendation technology that empowers consumers to make informed complex buying decisions based on their individual needs and preferences. An engaging process first educates consumers and then measures their willingness to trade-off product features relative to each other. Based on this interaction, the technology generates unbiased, highly individualized and understandable product recommendations. By guiding consumers through the sales process, Precision Choice provides them with the confidence they need to complete the transaction online.

To begin the process, a consumer answers basic questions describing his or her overall experience with, and general needs relative to, the product category. This input, combined with information from the merchant's databases, allows Precision Choice to tailor the sales experience to suit the individual customer's needs. The consumer is then educated about relevant product features and is given the opportunity to overtly state preferences for each feature. Next, the consumer is taken through a "comparative shopping simulator" where he or she is asked to choose between a series of progressively focused hypothetical products, each containing a different mix of product features. The consumer is asked to compare and choose between them, enabling Precision Choice to observe the consumer's decision-making process and understand the feature trade-offs he or she is willing to make.

As the consumer moves through the process, Precision Choice uses advanced statistical algorithms to rank order the customer's preferences and generate a profile that graphically illustrates the relative importance of each product feature to the buying decision.

At the end of the process, Precision Choice displays the personal preference profile, allows the consumer to modify it, and presents product recommendations based upon this profile. The product recommendations include graphics that show how well each product fits the consumer's preferences, feature by feature. The consumer can also explore product details in depth and can complete the transaction with confidence.

Because Precision Choice enables e-commerce merchants to recommend the product or service that best meets their customers' needs, it generates higher close rates, greater customer loyalty and increased sales. The high-touch, direct interaction, customized and integrated into the e-commerce site, empowers the merchant's customers with the knowledge and confidence to progress from merely browsing to purchasing.

In a recent report, Deutsche Banc Alex. Brown noted, "(Online Insight) is at the front of the highest level of sophistication/third generation technology on the web that is valuable to its large corporate clients from an information/data mining/critical decision making standpoint while at the same time delivering a high touch online experience to the online consumer."

## About Online Insight

Founded in October 1998, Online Insight solutions provide consumers unbiased, individualized and understandable product recommendations for complex purchase decisions and provide e-commerce merchants objective insight into buying motivations, generating higher sales and customer loyalty. The company currently has 30 employees and is based in Atlanta, Georgia. Online Insight can be found by visiting [www.onlineinsight.com](http://www.onlineinsight.com).