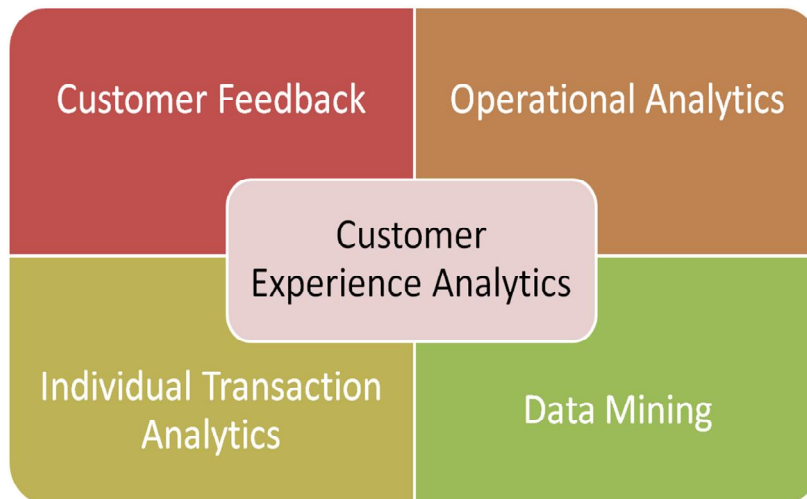


Who is ClickFox?

“ClickFox is Customer Experience Analytics (CEA) for the Enterprise.” It’s a patented software technology that enables companies to visualize every customer interaction, anywhere in the business, and understand the impact every customer experience has on costs, profitability, retention, customer satisfaction, and brand loyalty. Customer Experience Analytics proactively highlights the root causes (problems) that have a negative impact on your business, suggests improvements, and allows you to track the level of improvement over time. Our Fortune 500 customers have saved \$Billions in operational costs and generated \$Billions in additional revenues from happy/loyal customers.

What is Customer Experience Analytics?

Customer Experience Analytics (CEA) models information from any customer data point across the enterprise—Contact Center, IVR, call routing, website, chat, retail/POS, mobile devices, email, and more. Enabling the enterprise to create invisible guidelines so that the customer feels their experience is personal and unique to them and the Enterprise utilizes the best, most cost effective service path to insure every customer experience generates the most brand loyalty.



Why is it important?

Every customer has preferences, i.e. the way they like to do business or what we call a “Customer DNA” which is defined by the individual interactions they have with the enterprise. The ability to analyze these interactions with CEA enables the enterprise to proactively provide an optimal experience at every touch point and prevent unnecessary or undesirable customer experiences. Operationally, CEA enables companies to ensure best practices for all customer facing and back office applications and processes. CEA successfully balances two mission critical goals for the enterprise: providing customers with productive, satisfying, and effective experiences that improve their satisfaction and loyalty, while utilizing the most cost effective customer service options.

How does CF do that?

Most analytics, BI, or data warehouse solutions provide only a partial view of customer behavior when applied to the customer’s experience, ClickFox CEA focuses exclusively on customer behavior across the enterprise, identifying and modeling the actual path taken for every customer interaction. Our patented technology aggregates this data across all customers and all touch points, to produce a powerful visualization of customer experience for the enterprise. This one-of-a-kind view immediately identifies never before seen opportunities for improvements, delivering the power to finally create the experience driven enterprise. We refer to this as building a Behavioral Blue Print, the Customer DNA if you will, that makes the enterprise proactive and eventually predictive as depth of experience builds over time.

How is ClickFox different from other analytics solutions?

- We are not another Business Intelligence, CRM Analytics, Data Warehouse, Corporate Performance Management, Web Analytics, or KPI type solution.
 - CF is the only analytics solution to focus exclusively on the holistic Customer Experience, i.e. from the customer's perspective.
 - With CF you don't need to know which questions to ask, with every other analytics solution you need to ask a question to get an answer, CF uses AI to provide answers (highlights root causes) without you having to ask a question, which is very useful when you may not be sure what's wrong...
- Only CF provides insight into how & why customers behave as they do, instead of just reporting on what they did and when they did it.
 - For example, traditional analytics could tell you that a customer bought and returned a product in the same day, but what it won't tell you is why... CEA would show that the customer bought the product, visited the web, called support, talked to an agent and then returned the product and the root cause would be shown as a business rule in customer service that directs those types of queries back to the store, which subsequently results in a customer churn.

What are the results?

Telco, Wireless, Media & Cable

Operational Savings

- A top three US wireless company saved over \$9M after automating the lost/stolen equipment functionality and removing unnecessary Zip Code Entry in their IVR.
- A top ISP decreased annual transfers to agents over 54K by removing an unnecessary database update, overall improvements to IVR generated more than \$3.8M in annual savings from decreased transfers.
- At a top telco, callers completing the "Schedule Pay, Reconnect Basic, Summary Charges and Explain Charges" in the IVR were transferring to an agent 1.35M times per year the fixes implemented saved the company over \$5M annually in decreased transfers.
- At a top three US wireless company, callers in the Customer Care IVR who would like to hear their Account Balance are failing at PIN authentication and transferring to an agent 2.4 Million times per month, recommendations have been implemented to provide alternate means of authentication and prevent these 2.4M transfers.

CSAT/Brand Loyalty

- At a top telco, callers have more difficulty at the Purpose of Call identifying what they would like to do in the IVR, which is generating negative CSAT scores for 1.1 Million calls per year.

Retention/Churn

- Of the 50+ devices supported by a top wireless provider, four were determined to have significant errors in the device setup process, which were preventing new clients from successfully activating their phones and leading to returns. New device calls to tech support averaged 4% across the entire product line; the worst 4 were more than 7 times as likely to generate a call and 3x times as likely to generate a churn event.

Financial Services & Banking

Operational Savings

- At a top three US Bank, ClickFox identified that 37% of callers were repeating a previous experience in the IVR within a 24 hour time frame impacting over 300M calls annually. At .50\$ per IVR call this represents over \$150M in annual ROI to the bank.
- At a top three US Bank ClickFox decreased transfers as a result of timeouts, by 2.9 Million, annually, by increasing timeout parameters at several key states in the IVR. At more than \$5 per call this saved the bank more than \$15M annually
- At a top three US Bank ClickFox decreased transfers by 118K per year by rewording verbiage on the Payment date prompt, saving the bank more than \$600K annually.

CSAT/Brand Loyalty

- At a top three US Bank, ClickFox identified issues in customer service that were impacting customer satisfaction and raised CSAT more than 7% in 12 months, with each 1% increase representing more than \$50M in increased revenues and a total increase in revenue of more than \$350M annually.