



eTouchPoint.com Introduces eTouchPoint Release 5: Manage Frontline Employee Effectiveness, and Retain Control Over Outsourced Customer Service Operations

San Diego California, August 15, 2007 eTouchPoint.com, (www.eTouchPoint.com), the leader in next generation On-Demand Customer Relationship Management Services, today announced availability of eTouchPoint Release 5, the Company's hosted CEM platform delivering best in class customer satisfaction and employee retention solutions. The patent-pending hosted solution captures direct customer feedback on individual customer/employee interaction, delivering actionable reporting, analysis, and coaching strategies - all needed to drive continuous improvement, customer satisfaction, and brand loyalty.

The most critical CRM process is managing the quality and continuity of any interaction, or "touch-point," with customers. Every outsourced and direct customer contact - Sales, Marketing, Customer Service, Help Desk and Field Service Operations - presents an opportunity to differentiate your brand. eTouchPoint Release 5 makes it possible to collect and interpret direct customer feedback on what occurs at global touch-points quickly enough to drive positive outcomes. The system automates collection and analysis of unfiltered customer feedback on individual employees across in-house and outsourced service value chains. Completed surveys load into the eTouchPoint.com hosted application engine, which benchmarks service operations against industry best practices and existing performance metrics for employees, organizations and or geographic regions. Based upon individual employee ranking, scorecards and custom reports are generated, and the eTouchPoint coaching tool issues intelligent alerts, coaching tips and training recommendations for managers in near real-time. eTouchPoint delivers transaction level analysis and control over service quality and customer satisfaction around the globe.

Access to real-time, actionable business intelligence on individual employees, supported by eTouchPoint coaching and custom reporting tools, empowers service operations and human resources to implement "guided training" initiatives and build brand loyalty at every level of the global service value chain. SLA violations drop, while employee skill sets, brand loyalty and customer satisfaction improve. As real-time customer interaction data becomes available, eTouchPoint.com clients see the need for monitoring outsourced call center operations dramatically reduced. Thousands of user subscribers of eTouchPoint.com have seen on average a 10% increase in customer satisfaction and generated millions in additional revenue.

"By focusing on transaction level customer feedback and enabling client differentiation through service and brand excellence, eTouchpoint.com is creating a new paradigm in On-Demand CEM management services. Highly competitive enterprises spend millions of dollars on CRM applications, yet are unable to drive quantifiable improvements because they cannot effectively monitor individual customer / employee interaction. At eTouchPoint, we believe the focus must turn to mapping the right skills in your service value chain to customer needs. Managing touch-points drives best-in-class customer satisfaction, and protects your investment in the people representing your firm around the world. Developing a culture where employees build brand value in each interaction with the customer is a powerful competitive advantage, and we are proud of the results eTouchPoint delivers," said CEO Rich Keyes.

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About eTouchPoint.com:

eTouchPoint.com's innovative, hosted CRM software platform for On-Demand Customer Relationship Management Services empowers global companies to monitor individual employee performance to optimize customer satisfaction and loyalty. eTouchPoint.com has headquarters in San Diego, California. For more information, visit www.eTouchPoint.com