

PRESS RELEASE

Product

Attensity's Multi-Channel Voice of the Customer Text Analytics Now Available In German

Conduct in-depth sentiment and root cause analysis of customer conversations in emails, text messages, CRM notes, survey responses and social media – Twitter, Facebook, community forums and more, today

Kaiserslautern, Germany, November 23, 2010 – Today, Attensity, a leading provider of software applications for Customer Experience Management that extract valuable information from unstructured text, announced the release of the German version of its popular text analysis application Attensity Analyze. Attensity Analyze for German makes it possible to extract and compile valuable information from German customer conversations derived from a wide variety of sources – such as social media (Twitter, forums, blogs, etc.), call center records, emails and customer surveys in real time. For the first time, German companies now have access to invaluable, in-depth insight into customer sentiment, issues, problem root cause, opinions, recommendations and even churn or fraud data typically hidden in text. Companies can use this information as an early warning system for potential issues, to monitor product launches, to improve quality analysis, to understand competitive issues, to identify opportunities for innovation and more.

In October of this year, Attensity was recognized by IDC as an “Innovative Company to Watch” because of its text analytics solution. IDC comments in the report that Attensity’s approach to extracting information “extends the notion of pervasive analytics to include text as well as data, informing decisions, improving reaction time, and ultimately saving money for businesses.” Attensity Analyze is based on cutting-edge semantic natural lan-

guage processing (NLP) technologies that allow for deep analysis and extremely high precision.

Attensity Analyze transforms text from practically any source and enables users to understand aggregate and customer level insights. The product provides valuable dashboarding, reporting and visualization tools, as well as features for business analysts to drill down into the data and to slice and dice it against any structured data source like segmentation data, geo-location information, demographic data, structured survey responses, lifetime value, and more.

Through real time alerts and triggers for engagement and response, using Attensity Analyze for German, companies can respond to market trends more quickly than ever before. This allows them to optimize products and services to meet customer needs and deliver customized service with substantial “customer experience” improvement. Attensity Analyze also provides predictive analysis as an early warning system to uncover issues before they become expensive problems.

“As the volume of unstructured information steadily increases through many different channels, particularly in social media, many companies are faced with the challenge of finding the insights and value in this data in a business-accessible way. Attensity Analyze relieves companies of this burden with easy to use reporting features combined with drill down tools and out of the box reports,” explains Dr. Holger Rath, Director of Product Management in Germany for Attensity Analyze. “Whether it is a matter of analyzing attitudes, discovering current market trends or identifying product issues, Attensity Analyze provides in-depth insight, allowing companies to inspire and satisfy their customers with outstanding products and unparalleled service. The full range of Attensity Analyze features are now also available for any German text, making it a unique offering for the German market,” adds Rath.

The potential of Attensity Analyze for German:

- Cutting-edge, in-depth semantic analysis for any German content
- Rapid analysis of multi-channel customer communications in real time
- Single view of the customer through analysis of both internal sources and external sources like social media
- Detailed reports about topics of current interest, sentiment analyses and data of relevance to competition and the industry
- An integrated link to corporate business intelligence platforms like Business Objects or Microstrategy

Further details about Attensity Analyze for German are available in the product brochure: <http://dl.dropbox.com/u/10856196/press/brochure-Attensity-Analyze-EN.pdf>

You will find useful screenshots at

<http://www.flickr.com/photos/attensityeurope/>

About Attensity Europe

Attensity Europe GmbH offers its customers an integrated application suite for customer experience management. Its software solutions are based on more than 20 years of project experience, in-depth knowledge of the industry and semantic technologies that allow companies to carry out relevant interactions with their customers effectively, quickly and positively through all channels. The product range includes multi-channel management and knowledge management software solutions for all service-oriented activities. It includes Attensity360 for monitoring and analyzing social media in 16 languages and from over 75 million sources. Attensity has more than 500 installations and 220,000 users around the world. Attensity Europe GmbH is part of Attensity Group, which is headquartered in Palo Alto, California.

www.attensity.com

Contact Attensity:

Martina Tomaschowski
Attensity Europe GmbH
Europaallee 10
67657 Kaiserslautern
Tel.: +49 631 303 5503
Mobile: +49 170 233 7849
E-mail: martina.tomaschowski@attensity.com

Attensity Europe GmbH is a limited liability company registered in Germany.
Registered office: Europaallee 10, 67657 Kaiserslautern
Registered number: HRB 30711
Managing Directors: Dr. Peter Tepassé, Dr. Stefan Wess

Press contact:

Fink & Fuchs Public Relations AG
Nicole Celikkesen
Berliner Strasse 164
65205 Wiesbaden
Germany
Tel: +49 (0)611-74 131-52
Fax: +49 (0)611-74 131-22
E-mail: nicole.celikkesen@ffpr.de
www.ffpress.net