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PRESS RELEASE FOR IMMEDIATE RELEASE

WWW.CUSTVOX.COM: UPC CABLECOM RELEASES HARD DATA ON THE SUCCESSFUL IMPLEMENTATION OF CEM INITIATIVES

Zürich, Switzerland, 04 October 2012:

UPC Cablecom, the largest broadband cable operator in Switzerland, has just confirmed that its high subscriber satisfaction has had a very positive effect upon second quarter revenue.

UPC Cablecom has proven that its commitment to Customer Experience Management (CEM) as a long-term strategy for maintaining its competitive advantage, and thus increasing revenue through building a stronger brand, is entirely valid. UPC Cablecom has been assisted in reaching CEM maturity by nurturing a long and fruitful relationship with CustVox, the leading European CEM solution provider, with unrivaled expertise in CEM methodologies and VoC technologies. Facts also support the supposition that the CustVox CEM solutions are almost certainly the best performing tools for telecommunication companies who wish to capture and action the Voice of the Customer (VoC) holistically.

CustVox entered in to a trading partnership with UPC Cablecom in 2008, to assist the company in moving towards its stated CEM goals. CustVox has assisted UPC Cablecom in implementing several key CEM strategies, and in deploying technology solutions for capturing and analyzing both direct and indirect forms of customer feedback, and distributing findings throughout the organization, to close the loop, and act on relevant customer insights.

The key capabilities delivered by the mature state of CEM within UPC Cablecom business systems and operating processes include:

- CustVox has provided UPC Cablecom with a set of CEM systems and processes which are able to process over 25,000 customer interactions per week, in French, German, Italian and English, across multiple touch points through different channels such as the web, SMS and IVR.
- Customer data is captured using the CustVox developed Customer Feedback Manager (CFM), with VoC data being gathered across twelve separate channels,

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and analyzed in real-time, with insights being distributed automatically across the enterprise.

- Huge volumes of structured and unstructured VoC data can now be stored in a single repository and processed automatically to produce real-time reports and statistics via an easy to understand CEM dashboard.

The ROI upon this long running CEM project has been impressive, and UPC Cablecom has confirmed that it has been able to continually improve its level of customer satisfaction throughout the project lifecycle. This fact is supported by a recent industry report by Nucleus Research, which confirms that CustVox assisted UBC Cablecom in reducing customer churn by 30% within the first 12 months, as well as reducing market research overheads by more than \$500,000.

UPC Cablecom released its second quarter financial reports in August, the contents of which indicate that Customer Experience Management has had an extremely positive impact upon revenue, with subscriber satisfaction reaching an all-time high.

The CEO of UPC Cablecom, Eric Tveter, seems to support this hypothesis by stating that, "We are also increasing our coverage, whilst our customer satisfaction levels have reached a record high this year."

CustVox has stated that they would like to thank UPC Cablecom for its commitment to CEM, and the trust which the company has placed in CustVox as its companion upon its journey towards total customer centricity since the project began.

CustVox is the leading global provider of CEM solutions and VoC technologies, with its flagship VoC Hub product fast becoming the de facto standard for advanced, large scale CEM projects in not only the telecommunications industry, but every conceivable market sector. With client companies serving in excess of 500 million customers per year worldwide, CustVox is strategically positioned to become the driving force behind CEM as a must have business tools for every company.

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