

Sword Ciboodle Harnesses SAS to Gain Insight into the Mind of the Customer

The Contact Center is now Personalized with New Customer Intelligence Capabilities

Chicago – June 3, 2010 - Sword Ciboodle, a global leader of customer oriented business software and services, today announced the launch of new customer intelligence capabilities powered by SAS, the leader in business analytics software and services. This new offering enables organizations to efficiently maximize, leverage and personalize customer interactions in the contact center. Organizations can now harness and predict customer behavior in the contact center, creating a more intelligent and profitable experience.

“The traditional contact center needed an extreme personalization makeover,” said Ted Hartley, Chief Channel Officer of Sword Ciboodle. “Contact centers have been failing to interpret customer information effectively, leading organizations to inundate customers with inappropriate offers, engage in poor quality interactions and miss opportunities to foster customer loyalty. With the help of SAS, we are able to harness this missing element and provide the agent with the tools they need for intelligent interactions with customers.”

Sword Ciboodle worked with SAS to turn traditional customer interactions into a new profit opportunity within organization's contact centers. Recognized by Forrester as global industry leaders, the two companies used their vast experience to evolve the contact center to a new level of awareness. This new customer intelligence analyzes past interactions and adapts as customer interests change, enabling agents to use real time dialogue to cross-sell and up sell.

SAS® Real Time Decision Manager has been integrated with Sword Ciboodle's intelligent desktop, Ciboodle One, to provide a unique level of personalization to the customer. Features include:

- **Centralized Customer Profile:** Rich customer intelligence is provided with graphical flags to ensure agents know everything pertinent about the customer from the start of the call. Customer service information includes full contact details, previous satisfaction scores, lifetime value & sales conversion rates.
- **Analytics Personalize Interactions:** Statistical analytics deliver the top offers for individual customers, and the likelihood they will convert an offer into a sale. With intelligent scripting customer service data is captured, analyzed and stored into the customer profile to fine tune future models and decision flows.
- **Identify High Value Customers and Social Influencers:** The real time analytic manager flags high value customers, enabling agents to spend their time with the organization's most profitable and influential customers.
- **Real time reporting:** Summarized metrics on sales conversion rates and performance statistics communicate the value of real time campaigns to not only the management team, but every agent.

“This solution will take contact center customer interactions to the next level. We think this is a game changing strategy for companies that want to personalize the customer experience,” said Andy Bober, Customer Intelligence product executive for SAS. “Armed with a high definition view of the customer, contact center operations can improve call center service levels, sales and the overall customer experience.”

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ABOUT SWORD CIBOODLE

Part of the global Sword Group, Sword Ciboodle delivers award-winning, process-managed CRM software services to contact centers worldwide. With staff located across 3 continents, the company's customer service software helps clients achieve higher revenues from their customers and reduce operational costs.

The company's software offerings promote customer intelligence and choice, highlighted through their cross-channel CRM modules known as intelligent desktop Ciboodle One, web based self-service Ciboodle Live, and case management software Ciboodle Flow.

Sword Ciboodle is consistently recognized by industry analysts as one of the world's leading customer-centric technology providers. Clients include Sony, Admiral, Vodafone, Sears, BGL Group, Standard Bank and Eskom.

Sword Ciboodle has been featured in the prestigious Gartner Magic Quadrant, CRM Customer Service Contact Centers, for five consecutive years.

For more information, please visit www.sword-ciboodle.com.

For a complete listing of our regional offices along with contact details please visit our website
www.sword-group.com

