

MEDIA CONTACT:

Andy Kill

Airfoil PR for MarketTools, Inc.

(650) 691-7311

kill@airfoilpr.com

**NEARLY 50 PERCENT OF EMPLOYEES HAVE CONSIDERED LEAVING
THEIR CURRENT JOBS**

According to a New MarketTools Study, Only One-Third of Employees 'Very Satisfied' with Their Jobs

SAN FRANCISCO—March 2, 2011—With Employee Appreciation Day approaching Friday, March 4, a new study released today by [MarketTools, Inc.](#), the leader in software and services for [enterprise feedback management](#) (EFM) and [market research](#), revealed that most employees may not feel very appreciated. Nearly 50 percent of employees surveyed have considered leaving their current jobs, and 21 percent have applied for another job in the past six months. According to the study, salary was by far the leading cause of employee dissatisfaction, cited by 47 percent of the study participants. Other leading causes of dissatisfaction cited include workload (24 percent), lack of opportunities for advancement (21 percent), and the employee's manager or supervisor (21 percent).

The study also found that nearly three-quarters (72 percent) of surveyed employees' companies do not have a formal program to regularly solicit employee feedback, or the study participants weren't aware of such a company program. Of those companies that do solicit feedback from employees, more than 60 percent solicit feedback only quarterly or less often.

"A strong correlation exists between employee satisfaction, customer satisfaction, and ultimately, a company's revenue and profitability," said Justin Schuster, vice president of enterprise products at MarketTools, Inc. "Leading companies turn to solutions such as MarketTools CustomerSat to measure employee feedback on a regular basis, giving them the insight they need to take action to keep their workforce motivated and performing at the highest levels. Satisfied, engaged employees provide a better customer experience that leads to customer satisfaction and loyalty."

About the Study

MarketTools conducted the study in late February, 2011 using MarketTools ZoomPanel to survey American adults, age 21 and older, who are employed full-time. Completed surveys numbered 451. The study has a confidence level of 95 percent and a margin of error of +/- 5percent. For complete survey results, please contact Andy Kill of Airfoil Public Relations at kill@airfoilpr.com or (650) 691-7311.

About MarketTools CustomerSat Software and Services

[MarketTools CustomerSat](#) is a Web-based enterprise feedback management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. MarketTools EFM consultants are available to help CustomerSat customers get the most out of their investment in EFM, from design of satisfaction programs to advanced analysis of survey results.

Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of customer satisfaction consultants, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

About MarketTools, Inc.

[MarketTools](#) is the leading provider of software and services for enterprise feedback management (EFM) and market research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. The MarketTools premier portfolio of technology-based insight brands includes CustomerSat™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit www.markettools.com.