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**MARKETTOOLS LAUNCHES CUSTOMERSAT™10, UNVEILS SWEEPING ENHANCEMENTS TO ENTERPRISE FEEDBACK MANAGEMENT SOLUTION**

*New Release Delivers Industry's First User-Defined Dashboard Builder, Best Action Management Features and Only Roles-Based EFM Technology on the Market*

**SAN FRANCISCO—November 18, 2008**—MarketTools, Inc. today announced CustomerSat™10, a breakthrough new release of CustomerSat Enterprise™, the leading Enterprise Feedback Management (EFM) solution. CustomerSat10 delivers sweeping enhancements that include the industry's first user-defined dashboard builder that brings together EFM and operational data in the same environment, the best Action Management system for driving change from enterprise feedback, and the only configurable, roles-based security in the industry. These new features empower B2B and B2C companies in any industry to gain broader and deeper insights from enterprise feedback to further improve customer experience and profitability.

“With CustomerSat10, we don't wonder how we are doing or what we should do better, we know,” said Gregson Siu, senior director, Business Operations, Ariba, Inc. “The data tells the story and keeps us on the path to increased growth, profitability and customer satisfaction.”

In the increasingly competitive EFM market, CustomerSat10 delivers robust features and functionality that directly respond to enterprise user requirements. The new features of CustomerSat10 include:

- **Widget-based Dashboards**—CustomerSat10 empowers business users to drag and drop innovative widgets onto their homepage so they can display and interact with information from CustomerSat10, such as NPS gauges, trend-lines and charts, to design dashboards to meet their individual needs. With the drill-down power of Web 2.0, users can easily include data from Web sites, portals and other URL-based programs, gaining a holistic view of their business. A dozen new widgets include: comment tag clouds to instantly spot insights from qualitative feedback; funnel and invitation/response charts for better visibility into sample management; and powerful pareto charts that show users at a glance where to focus improvement efforts.
- **Roles-based User Management & Scalability**—CustomerSat10 enables managers to define unlimited numbers of users, permissions and roles that map directly to specific business needs. This highly-scalable and secure approach allows large enterprises to quickly set up and maintain thousands of users and permissions, and extend increased functionality to more users so they can leverage the power of EFM insights. In addition, CustomerSat10 provides the scalability and performance needed to send tens of millions of invitations daily, using state-of-the-art authentication technology to maximize deliverability.
- **Enhanced Navigation**—CustomerSat10 delivers a highly-streamlined user interface, enabling users to get to any part of the system in just two clicks. Enhanced navigation significantly reduces time and effort to learn the system and makes it easier to manage any number of surveys, users, reports and business views.

- **Enterprise Integration**—New, Web-based connect services allow companies to seamlessly and safely transfer information to CustomerSat10 on a real-time basis, reducing time between event and survey. Automating the process of sending surveys enables enterprises to easily gather feedback on any event and instantly measure the total customer experience.

According to Jim Davies, research director at Gartner: “When selecting an EFM vendor, it’s important to consider the ability to provide role-based access so that employees can only access data that is relevant to their needs...It’s also important to have the ability to monitor key business topics by clustering responses to specific questions into themes and the ability to trigger alerts/workflows based on predetermined thresholds.”

“CustomerSat10 incorporates over a decade of experience in designing and implementing enterprise feedback solutions and encompasses those elements identified by leading analysts as critical for organizations considering an EFM solution,” said John Chisholm, executive VP of MarketTools and general manager of the CustomerSat business. “CustomerSat10’s advancing of the user experience delivers on our vision and conviction that every professional in the enterprise—from CEO to customer service representative—should be empowered with the right customer feedback.”

“The new role-based user management functionality in CustomerSat10 allows us to more efficiently and effectively manage our end-user permissions, resulting in a significant reduction of administrative time with this new release,” said Shilpa Lele, director, corporate strategy, Business Objects, an SAP company.

### **Pricing and Availability**

CustomerSat10 is currently in Beta and will be generally available in January, 2009. For more information about CustomerSat10, please visit [www.CustomerSat.com](http://www.CustomerSat.com) or call 1.800.372.7772.

### **About MarketTools**

MarketTools is the leading technology and solutions provider of Customer Insight Management solutions for the world’s market leaders. Through a unique combination of best-in-class research platforms, quality-assured global panels and research innovation, MarketTools enables companies to better identify new opportunities, fuel greater product success and build customer advocacy. 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. MarketTools’ premier portfolio of technology-based insight brands includes Zoomerang™, zTelligence™, CustomerSat™, TrueSample™, Insight Networks™, Idea Networks™ and ZoomPanel™.

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](http://www.markettools.com).

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