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**MARKETTOOLS ANNOUNCES RECIPIENTS OF 2008 CUSTOMERSAT ACHIEVEMENT IN CUSTOMER EXCELLENCE (ACE) AWARD**

*Awards Program Recognizes 27 Outstanding Organizations for Integrating Customer Feedback Processes and Attaining Highest Levels of Customer Satisfaction*

**SAN FRANCISCO—December 2, 2008**—MarketTools, Inc. today announced 27 recipients of the 2008 CustomerSat Achievement in Customer Excellence (ACE)<sup>™</sup> Awards, which certify, acknowledge and celebrate outstanding achievement in customer satisfaction. Since 2005, the annual ACE Awards have recognized CustomerSat clients who demonstrate rigorous application of customer feedback processes and outstanding performance that result in exceptional customer satisfaction. ACE Awards validate an organization's success and effectiveness in delighting customers and building loyalty, as well as those individuals responsible for serving customers. Of the 27 companies recognized this year, six have won ACE Awards four years in a row, two are three-time winners, seven are second-time winners, twelve are winning for the first time and six achieved awards in multiple segments.

"Customer satisfaction is much more than a key performance metric," said John Chisholm, executive vice president of MarketTools and general manager of CustomerSat. "It is the most enduring and consistent predictor of customer loyalty, long-term growth and corporate value. Moreover, it is the measure that customers themselves care about most. The CustomerSat ACE Awards recognize organizations that have both committed to and achieved the highest levels of customer satisfaction."

***2008 ACE Award Winners Respond***

"We at MassMutual are committed to delivering outstanding customer service and quality to our policyholders and producers," said Michele White, vice president customer service centers, MassMutual. "Achieving this award is truly an honor and a testament to our customer service professionals and their commitment to our mission of delivering on the promises of MassMutual everyday. By handling service requests with speed, accuracy, professionalism, and care, we are meeting our clients' needs and assuring them that choosing MassMutual as part of their financial plan is a sign of a good decision."

"This award exemplifies how 21st Century Insurance is focused on exceeding our customer's expectations," said Tony DeSantis, president and CEO, 21st Century Insurance and Financial Services. "We are dedicated to making exceptional customer service our key differentiator in a very competitive marketplace."

"Driving the highest level of customer satisfaction is one of the key tenets of Wind River's business," said Barry Mainz, chief operating officer at Wind River. "We continue to make significant investments to improve our global support organization and being recognized by CustomerSat's ACE Awards is an honor as well as another indication we're delivering the world-class support our customers require."

"Actuate is proud to add a second ACE award to our accolades for world-class customer support," said My Nguyen, vice president, Customer Support at Actuate Corporation. "Our foremost responsibility is to help organizations quickly become productive with Actuate products and stay productive as their needs

change. Securing this ACE award is assurance that we're on the right track for delivering on our promise to our customer base."

"We are very proud to be a recipient of the distinguished ACE award for the fourth year, especially for the recognition we have received for various customer support teams within the Cobalt organization," said Mark Dunn, vice president of Customer Services at The Cobalt Group. "Cobalt is continually striving to expand our support organization to meet the various needs of our client base, offering custom levels of support services with a focus on satisfying our customers with every interaction."

"ShoreTel is committed to delivering the best world-class products and experiences in the IP unified communications marketplace," said Walt Weisner, vice president of Global Services at ShoreTel. "We feel honored to receive the Overall Customer Satisfaction ACE award for the second year in-a-row, and to add the ACE award for Technical Support Satisfaction to our list of achievements. Delighting our customers in every facet of the ShoreTel experience, including sales, implementation, product performance and support, is our top priority here at ShoreTel."

### ***2008 ACE Award Recipients and Designations***

<b>2008 ACE Award Winners</b>	
<b>Company</b>	<b>Award Designation</b>
21st Century Insurance	Call Center Satisfaction
Actuate	Customer Support Satisfaction
AIG American General	1. Call Center Satisfaction 2. New Business Satisfaction 3. Annuity New Business Satisfaction
Allstate	Technical Support Call Center Satisfaction
Ariba	1. Customer Support Satisfaction 2. Education and Training Satisfaction 3. Consulting Satisfaction
ATX Group	Customer Assistance Contact Center Satisfaction
Blue Shield of California	Overall Customer Satisfaction
Cardinal Health	Field Support Satisfaction
Cessna	Citation Service Center Satisfaction
Cobalt Group	1. Customer Support Satisfaction 2. Proactive Services Satisfaction 3. Lexus Technical Support Satisfaction
CompuCom (formerly Getronics)	Customer Support Satisfaction - Call Centers supporting Multiple Contracts
CyberSource	Enterprise-Level Customer Support Satisfaction
Deltek	Customer Support Satisfaction
Digital Insight	1. Client Service Satisfaction 2. Web Services Client Satisfaction 3. Certification Training Specialist Satisfaction 4. Webcast On Demand Training Specialist Satisfaction
Goodyear Engineered Products	Product Training Satisfaction
HireRight	Background Verification Satisfaction

Infor	Support Satisfaction
MassMutual	Customer Service Center Satisfaction
Metrocities Mortgage	Mortgage Borrower Customer Satisfaction
Newmarket International, Inc.	1. Project Management Satisfaction 2. Customer Support Satisfaction – US 3. Customer Support Satisfaction – Worldwide 4. Customer Support Satisfaction – Platinum
ShoreTel	1. Overall Customer Satisfaction 2. Technical Support Satisfaction
Siemens Building Technologies, Inc.	Onsite Service Satisfaction
Toshiba	Technical Support Satisfaction
Trane	Service Agreement Satisfaction
Waters Corporation	Field Service Satisfaction
Wells Fargo	Insurance Services Satisfaction
Wind River	Customer Support Satisfaction

### **ACE Award Selection Criteria**

CustomerSat ACE Awards may be won by companies, business units, or segments of a business. The customer feedback on which awards are based must be representative of the entire business, business unit or business segment to which the award applies. To apply for an ACE Award, clients must complete an application form and have conducted one or more customer satisfaction surveys during the calendar year for which the Award is given. Qualifying performance is determined by a combination of customer satisfaction mean scores and top-box rating percentages maintained during at least a 6-month period this year. CustomerSat ensures that the survey processes on which metrics are based are rigorous, defensible and repeatable. Surveys may use either a census of customers or representative sampling with specified minimum confidence levels and maximum margins of error. For detailed information about award criteria and scope, please visit: [www.customersat.com/Services/aceawards.asp](http://www.customersat.com/Services/aceawards.asp).

### **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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