

Press Release



For Immediate Release

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DataCo Solutions Begins Providing Customer Experience Monitoring Program for United Marketing Group

Program key to helping clients understand, measure and monitor their customers' experience

Arlington Heights, IL – February 11, 2010 – DataCo Solutions, an analytics based marketing and business solutions provider, today announced that it has entered into a long term agreement to manage the Customer Experience Monitoring (CEM) program for United Marketing Group (UMG).

Customer Experience Monitoring is a proprietary program developed by DataCo Solutions that will assess and measure UMG's customer's attitudes and sales performance related to their program. By combining this information with DataCo Solutions' proprietary Loyalty Index™ (DLI), a determination can be made of the customer's attitudes and sales performance related to loyal, non-loyal or neutral behavior. The entire CEM program, inclusive of DLI, enables United Marketing Group to measure attitudes, performance and customer loyalty on an ongoing basis, increase the speed of identification and management of the customer experience.

In addition to loyalty and satisfaction, the Customer Experience Monitoring program will allow UMG to select additional modules that are designed to increase their knowledge and understanding of their customers.

The additional modules consist of the following:

- **Social Media:** This process utilizes data and behavior trends culled from social media related to the clients business, program or service. The module is composed of three metrics and provides a guidepost for identifying yet to occur, or early occurring, attitudes and behaviors.
- **Sales Insight:** Using customer transaction data, this tool monitors sales effectiveness. The sales data demonstrates whether there are any statistically significant differences between the effectiveness of each sales channel and creative. Profitability performance can also be measured.
- **Service Satisfaction:** The Customer Experience Monitor can also measure customer service issues. By passing customer service calls to the monitor, UMG can also determine if any of the programs are creating differences in customer service satisfaction. In addition, UMG can monitor performance by call type/customer service agent, etc.

"Utilizing our five module approach, we found we can provide our clients with the most comprehensive and targeted monitoring tool for identifying, managing and ultimately, acting upon, deviations in customer service, sales and attitudinal metrics, at their earliest indications", said Tom Salutz, Managing Director at DataCo Solutions. "We have found that most of our clients actually want breadth and depth of output from our Customer Experience Monitor. As a result, we provide ongoing, time series based reporting regarding loyalty, sales and call metrics."

"This program allows us to ensure that our partner's customer's experience, attitudinal and sales performance, is understood, measured, monitored and ultimately managed," said Alan Portelli, CEO and President of United Marketing Group. "Using the Customer Experience Monitor program allows us to proactively demonstrate to our partners that their customers are positively impacted. If we do find an unwanted trend, now we are aware of it very early and can manage the program to positive impact and satisfaction".