

## **Vovici Powers Satrix Solutions' Innovative Approach To Drive Maximum Value For Clients**

*Consulting Firm Integrates Enterprise Feedback Management Platform Into Quantifiable Customer Loyalty Programs*

**Dulles, VA – June 28, 2010** – Vovici, the leading provider of Voice of the Customer (VoC) and enterprise feedback management (EFM) solutions, today announced that Satrix Solutions leverages Vovici's survey software to design and manage leading-edge customer loyalty programs for its clients. Coupled with the deep experience of its staff, the Vovici solution is a critical component of Satrix's offering of converting candid customer insights into service and operational improvements.

"Vovici is our platform for delivering detailed customer satisfaction metrics and vital trends that are both insightful and actionable for our clients," said Evan Klein, CEO and founder of Satrix Solutions. "Vovici's ability to support powerful branding of surveys, and its management of alerts and notifications, has enabled us to achieve response rates of 80% and higher in recent surveys. The ability to deliver that level of response, and then conduct powerful analysis on the backend, lends great credibility and confidence to Satrix's programs, which clients rely on to drive customer satisfaction, retention, competitive analysis and new sales."

"We begin each engagement by becoming familiar with our clients' business, challenges and existing processes. This knowledge, combined with the power and flexibility of the Vovici solution, is essential to designing the program whether it is for benchmarking and improving customer loyalty, tracking key performance indicators such as Net Promoter Score (NPS)®, identifying feature and functionality enhancements in software applications or other customer-focused initiatives," continued Klein. "Vovici enables us to support the full spectrum of feedback programs to drive measurable results and business value."

"In today's economy, executives are realizing more than ever that their best bet is to keep and grow the great customers they already have," explained Klein. "This has spurred demand for customer feedback programs. Satrix and Vovici work seamlessly together to help companies optimize customer relationships."

"Satrix is a crusader in the customer feedback space and their decision to incorporate the Vovici software into their own solution is a testimony to our leadership position in the industry," said Dave Capuano, vice president of marketing for Vovici. "Vovici is pleased to partner with Satrix as they continue to provide innovative direction to customer loyalty programs for companies of all sizes and in all markets."

### **About Vovici**

Vovici is the pioneer of Enterprise Feedback Management (EFM), providing comprehensive survey software, panel management systems and online community solutions. Our survey tools enable organizations to centralize feedback data collection, build and manage proprietary panels, leverage corporate social networking, and utilize robust survey analytics and reporting. Our solutions increase customer loyalty, facilitate collaboration and innovation, influence critical business decisions and provide voice to online communities. Organizations worldwide, including more than half of the Fortune 500, rely on Vovici to gather feedback on customer satisfaction, perform market research and gauge employee satisfaction. Visit [www.vovici.com](http://www.vovici.com) for more information.

### **For More Information**

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