



## **For Immediate Release**

### **VIVA Transcription engages Satrix Solutions to develop customer feedback programs**

**SANTA CRUZ, Calif. (January 20, 2010)** – VIVA Transcription, a leading provider in medical transcription services, announced that it has engaged Satrix Solutions to develop and manage formal customer feedback programs to further strengthen the relationships VIVA has with its customers.

“Understanding our customers’ preferences and perceptions has always been a priority for VIVA.” stated Manuel Prado, CEO. “Having Satrix Solutions establish a more systematic approach to collecting candid, unfiltered feedback will allow VIVA to continue to remain in tune with the evolving needs of our clients. The insight gathered will also help drive feature / functionality enhancements so VIVA can continue to offer industry leading medical transcription applications in a rapidly changing industry.”

“VIVA’s proactive approach in gauging customer sentiment is clear evidence of the company’s customer focus.” added Evan Klein, President of Satrix Solutions. “VIVA recognizes that successful companies frequently leverage input from customers and prospects to guide development efforts. Companies that introduce such discipline are often rewarded with higher customer loyalty and retention. We look forward to serving as an unbiased, third-party advisor to VIVA and assisting the company in its customer feedback efforts.”

#### About VIVA Transcription

Based in Santa Cruz, California, VIVA Transcription is one of the leading providers of medical transcription services. With VIVA, medical professionals are guaranteed to

receive accurate medical transcripts that are delivered on-time, secured by RapidSSL, and always in compliance with HIPAA standards. VIVA requires no upfront fees, no long-term contracts, nor complicated software installation. Founded in 2003, VIVA is committed to providing exceptional service to clinics and hospitals across the United States and Canada while donating a portion of proceeds to charity. For more information, please dial toll-free (877) 848-2462 or visit [www.vivatranscription.com](http://www.vivatranscription.com).

### About Satrix Solutions

Satrix Solutions is a strategic advisory firm that helps companies turn customers into loyal advocates. We design and manage programs that gather customer expectations, preferences and satisfaction levels, and then work with managers to convert that insight into service and operational improvements. By developing a systematic approach to capturing and responding to customer needs, our clients experience measurable improvements in customer retention, share-of-wallet and new sales. For more information, please go to [www.satrixsolutions.com](http://www.satrixsolutions.com)

###

Press Contact:

Contact: Matt Paulsen  
VIVA Transcription  
415.237.0776  
[matt.paulsen@vivatranscription.com](mailto:matt.paulsen@vivatranscription.com)