



March 09, 2010 09:00 AM Eastern Daylight Time

ClickFox Partners with Merced Systems to Announce Integrated Customer Experience and Performance Management Analytics

The partnership will enable the companies to deliver agent performance & revenue optimization with comprehensive customer interaction analysis

ATLANTA & REDWOOD SHORES, Calif.--(BUSINESS WIRE)--ClickFox, the pioneering leader of [customer experience analytics \(CEA\) software and solutions](#), and Merced Systems, the leading provider of sales performance management and service performance management software, today announced a partnership delivering visibility into the customer-agent-organization relationship. This combination of comprehensive cross-channel customer behavior insight from ClickFox with the sales and service optimization solutions in Merced Performance Suite will align customer experience with agent performance and revenue optimization goals for large enterprise customers.

"Our partnership with ClickFox will further increase the benefit our customers receive from Merced Systems' industry-leading sales performance management and service performance management solutions," said Mark Selcow, President and co-founder of Merced Systems. "ClickFox provides the complete picture of the customer's experience at every interaction point allowing our solutions to leverage this intelligence to measure performance against goals and align incentives and coaching for every employee in the operation."

"In our customer base and in the overall marketplace we are seeing increased demand to quickly and efficiently provide data not only to optimize the customer experience but also to drive more revenue from service operations," said Marco Pacelli, chief executive officer (CEO) of ClickFox. "Our relationship with Merced Systems delivers on this demand by enabling organizations to align customer behavior and preferences to sales and service strategies so they capitalize on every interaction to dramatically increase loyalty and revenue."

"Our partnership with ClickFox will further increase the benefit our customers receive from Merced Systems' industry-leading sales performance management and service performance management solutions"

ABOUT MERCED SYSTEMS

Merced Systems is the leading provider of Sales Performance Management and Service Performance Management applications focused on improving operational effectiveness of sales forces and service organizations across a range of vertical industries. Merced Systems' award-winning products serve Global 2000 customers, and include advanced analytics and reporting, incentive compensation management, coaching, and other performance execution applications. With a strong track record of growth and delivering business impact to its customers, Merced Systems has been profitable for the past 7 years. Merced Systems is a privately held company headquartered in Silicon Valley and London, with major customers in 20+ countries worldwide. For more information on Merced Systems, please visit www.mercedsystems.com.

ABOUT CLICKFOX

ClickFox is the defining leader of customer experience analytics (CEA) software and solutions. Transcending a limited single channel view, ClickFox CEA patented behavioral analysis engine provides a visually intuitive mapping of all customer interactions — from IVR, retail, web, and email to agent CRM desktops, handheld devices, and interactive kiosks — delivering unparalleled visibility to uncover hidden connections and reveal bottom-line customer insights.

Deployed by some of the nation's largest telcos, financial institutions, among other Fortune 500 enterprises, ClickFox has a proven track record of helping world-class service providers dramatically boost operational efficiency and profitability.

For more information on ClickFox:

- Visit our [Web site](#)
- Follow us on [Twitter](#)
- Chat with us on our [blog](#)
- Become a fan on [Facebook](#)
- Join our group on [LinkedIn](#)
- [Email us](#)

Contacts

For Merced:
Leigh Anne Varney, 1-415-387-7250
pr@mercedsystems.com

or
For Clickfox:
Kimya Coker, 1-404-351-8020
ClickFox Director of Marketing
Kimya.Coker@clickfox.com

Permalink: <http://www.businesswire.com/news/home/20100309005017/en/ClickFox-Partners-Merced-Systems-Announce-Integrated-Customer>

