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## ClickFox Signs Multi-Million Dollar Expansion Contract With Leading Global Financial Services Institution

*Expansion Establishes ClickFox CEA (Customer Experience Analytics) as Strategic Analytics Standard at Financial Services Powerhouse*

ATLANTA--(BUSINESS WIRE)--ClickFox, the pioneering leader of [customer experience analytics \(CEA\) software and solutions](#) today announced a multi-million dollar expansion contract with a leading U.S.-based global financial services organization to analyze and improve customer experience across all interaction points, including the contact center.

The financial services leader will leverage ClickFox's advanced analytics to [track unique customer behavior](#) across all contact center consumer touch points -- including contact center self-service channels, call routing, agent interaction and agent performance, email and chat -- to identify latent issues and the optimal measures to cement loyalty, avoid churn and improve operational efficiency in the cross-channel customer experience.

Serving one of the largest international customer bases the organization provides a wide array of banking, investing, asset management and wealth management products and services via an extensive network of customer service channels.

ClickFox is the only company to provide a truly comprehensive view of the customer experience, and correlate the full impact of interactions on [operational costs](#), [customer satisfaction](#) and [customer retention](#).

"Progressive, forward-thinking companies like this one are already realizing the extraordinary value of the cross-channel approach to customer interaction analytics," said [Marco Pacelli](#) chief executive officer (CEO) of ClickFox. "Most organizations are still relying on siloed tools, like web and speech analytics, that only deliver a very limited view of the issues impacting customer experience. It is critical to understand how to prevent unnecessary *and* expensive agent interactions -- as well as multiple attempts, and multiple touch point interactions -- however today's agent performance data stops short of telling us why simple transactions end up with a live agent. And the subsequent effect on customer experience."

ClickFox delivers multi-million dollar business insights by connecting the dots between all customer interactions and transactions. Its customer base includes leading utility, healthcare, telecommunications, insurance, technology and retail organizations. Quickly approaching 1 billion interactions being processed each month across every interaction touch point, ClickFox analyzes customer behavior and experience of hundreds of millions of consumers nationwide.

### ABOUT CLICKFOX

ClickFox is the defining leader of customer experience analytics (CEA) software and solutions. Transcending a limited single channel view, the 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:

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- [Email us](#)

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