

**** EMBARGOED ****

ClickFox Expands Offerings with ClickFoxGO! Solution for Mid-Sized Enterprises

New solution answers demand for fast, affordable, scalable customer experience analytics

ATLANTA – May 25, 2010 -- ClickFox, the pioneering leader of [customer experience analytics](#) (CEA) software and solutions, announces the launch of [ClickFoxGO!](#), a new packaged software and services offering aimed at companies with light to moderate interaction volumes and limited customer service channels. The ClickFoxGO! solution will enable companies of any size to gain deep and powerful insight into customer experience trends and issues faster, easier, and more affordably than ever before.

The ClickFoxGO! solution will leverage the industry-leading ClickFox CEA technology to deliver advanced dashboards and reporting of high-level customer experience improvement opportunities. Customers will benefit from rapid speed-to-insight with support from an [expert services team](#) who currently analyze nearly one billion customer interactions per month.

“We’ve seen the adoption rate of customer experience analytics grow tremendously in the past few years, but it still remains largely concentrated around large-scale organizations,” said ClickFox CEO, Marco Pacelli. “ClickFox is expanding its offerings to meet the demand for more accessible and affordable solutions to ensure that organizations of all sizes can benefit from customer behavior analysis and insight. This cost-effective solution will deliver immediate ROI and a better understanding of customer paths, preferences and service needs.”

ClickFoxGO! packages are available for a single interaction channel (such as IVR), or cross-channel environments, and include:

- Up to 5 million analyzed customer interactions per month
- Analytics powered by the ClickFox CEA core engine
- Solution hosting and data retention for 13 months
- ClickFox professional services

For information on engagement levels and pricing, visit <http://web.clickfox.com/clickfoxgo>.

ClickFox's customer base includes leading organizations in the telecommunications, healthcare, financial services, insurance, technology and retail industries. With nearly 1 billion interactions processed monthly, ClickFox is the market leader in analyzing and improving customer interactions across industries and all interaction touch points.

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:

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