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# ClickFox Expands Deployment with Telecommunications Organization

Nov 02, 2009 (Close-Up Media via COMTEX) -- ClickFox, a company specializing in customer experience analytics (CEA) software and solutions, announced the expansion of their deployment with a telecommunications organization to include all customer interactions across all of their interaction channels.

Based on a track record of multi-million dollar results with ClickFox CEA, the company said this wireless provider will leverage both existing and new interaction analysis to further better operational efficiency, customer retention, revenue generation and customer satisfaction.

"The telecommunications industry is challenged with steep competition, high customer churn and highly publicized customer satisfaction issues. These issues need to be constantly monitored and analyzed, and limited analysis doesn't deliver the insights that drive major, bottom-line changes," said Marco Pacelli, chief executive officer of ClickFox. "ClickFox CEA provides unprecedented levels of insight to all our telecommunications customers by unlocking high-value, time-sensitive information from previously inaccessible sources, including structured and unstructured data." "Our clients count on us for immediate visibility into how to respond quickly to changing customer needs, business objectives, and market conditions," said Pacelli.

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