



[Print](#) | [Close this window](#)

## ClickFox Signs Multi-Million Dollar Analytics Contract With Global Financial Services Company

---

Tue Nov 3, 2009 9:01am EST

Addition of new customer significantly expands and anchors ClickFox's dominance in Customer Experience Interaction Analytics in the financial market

ATLANTA--(Business Wire)--

ClickFox, the pioneering leader of customer experience analytics (CEA) software and solutions today announced a contract with a leading US-based global financial services organization valued at approximately \$7 million to provide comprehensive cross-channel analytics across all customer interactions.

The organization provides a wide array of financial services including mortgage operations, insurance, finance and online banking and will leverage ClickFox CEA across all business units to ensure operational excellence as well as industry-leading customer satisfaction.

"Since we launched our product and solutions in 2004, we have seen our customers in the financial sector grow in numbers and in depth of application of Customer Experience Analytics," said Marco Pacelli chief executive officer (CEO) of ClickFox. "Our analytics platform continues to deliver double-digit annual ROI across our customer base. These customers realize they must go beyond traditional surveys and siloed reporting data to get a 360 degree view of every customer interaction and its impact on operating costs and satisfaction and loyalty. By diving deeper into customer behavior and leveraging existing intelligence (such as customer segmentation data), these firms are realizing immediate and continuous savings and returns, while increasing their competitive advantage."

ClickFox's customer base also includes leading organizations in utilities, healthcare, telecommunications, insurance, technology and retail. With more than 500 million customer interactions being processed each month, and projected to grow to 1 billion interactions monthly by 2010, ClickFox is the market leader in processing, 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:

- \* 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

ClickFox  
Kimya Coker, +1 (404) 351-8020  
Director of Marketing  
Kimya.Coker@clickfox.com

Copyright Business Wire 2009

© Thomson Reuters 2009. All rights reserved. Users may download and print extracts of content from this website for their own personal and non-commercial use only. Reproduction or redistribution of Thomson Reuters content, including by framing or similar means, is expressly prohibited without the prior written consent of Thomson Reuters. Thomson Reuters and its logo are registered trademarks or trademarks of the Thomson Reuters group of companies around the world.

---

Thomson Reuters journalists are subject to an Editorial Handbook which requires fair presentation and disclosure of relevant interests.