



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### **XSell Releases Cross-Sell and Retention Technology for the Cable Industry**

*-The new Solution provides Cable enterprises with the ability to dramatically increase RGU's to new and existing subscribers by supplementing existing operational and billing support systems-*

**JACKSONVILLE, Fla., August 15, 2008** – XSell® LLC, the leading provider of on-demand cross-sell, loyalty and retention solutions, announced today the release of Cable FrameworX™, a version of its award winning platform, specifically tailored to serve the unique needs of the Cable Industry. Cable FrameworX is currently deployed at two of the top ten cable system operators.

At the same time that the Cable Industry is expanding their product suite, enhancing premium services, and improving service delivery, the Industry is facing fierce competition from Telecom and Satellite providers. Universally, the objective is to grow customer relationships and increase Revenue Generating Units and premium services to existing subscribers.

XSell's Cable FrameworX is uniquely designed to help Cable enterprises achieve these objectives. Enterprises deploying XSell's platform enjoy an immediate increase in RGU's and annual revenue per unit - resulting in a superior ROI. XSell's implementation model allows for rapid integration with existing call center, order entry and Web systems with no disruption to current operations. Cable FrameworX is delivered pre-integrated with leading cable industry CRM, business and operational support systems and can be deployed to any channel within 60 days. XSell's straight through processing workflow can orchestrate new service entry across multiple BSS, OSS and order entry platforms without redundant data entry.

At its core, the XSell platform allows the Cable enterprise to deliver relevant, personalized offers to its subscribers across multiple interaction points (customer service, Web, retail offices) synchronized with ongoing direct marketing campaigns. The result - greater sales, better retention and more satisfied subscribers.

The XSell platform is a multi-channel tool that enables institutions in a variety of industries to transform customer interactions into new sales. XSell's FrameworkX series combines best practices with specific refinements for targeted market segments. In the Cable Industry, the platform enables the enterprise to more efficiently increase RGU's and premium services and track offers to new and existing subscribers in an enterprise-wide system. The XSell platform further synchronizes direct marketing campaigns offers across all subscriber interaction channels.

The Customer Interaction Marketing platform leverages an institution's proprietary subscriber data – along with other consumer data – to determine what products the customer is eligible for and likely to purchase with individualized pricing and subscriber specific value propositions. Offers are presented through the point of contact, including call center, interactive voice response (IVR) and Web and can be integrated with any existing customer service model.

“Our platform is designed for organizations that are focused on leveraging customer interactions to increase loyalty, revenue and products per-customer,” said Rob Lee, CEO of XSell. “As numerous industries, such as the Cable Industry, continue to focus more on existing subscribers as a means of growth, it is imperative that institutions deliver qualified and personalized offers based upon each customer's unique needs.”

## **About XSell**

XSell provides a powerful customer-centric marketing capability using a multi-channel platform that creates compelling product and service offers, that are presented consistently through all of a company's various customer touch points - including call centers, websites, mobile devices and interactive voice response (IVR) units. The XSell platform enables companies to sell a wide array of complex products and services, including those provided by third parties. The XSell Customer Service Marketing platform is currently deployed by leading organizations in a variety of industries who share the goal of optimizing customer interactions with accurate and consistent offers. For more information about XSell and our Cable Industry Solution, please visit the company's Web site at [www.GoXSell.com](http://www.GoXSell.com).

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