



NEWS RELEASE

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XSell Enhances Advanced Campaign Framework™ to Optimize Product and Service Offers Across Multiple Business Units and Distribution Channels

-Advanced Campaign Framework is Fully Integrated with XSell's Proprietary Real-Time Personalization™ Platform-

JACKSONVILLE, Fla., January 5, 2009 – XSell, LLC, the leader in multi-channel customer interaction technologies, announced today significant enhancements to [Advanced Campaign Framework™](#), allowing organizations to optimize customer interactions across multiple business units and distribution channels.

Many organizations struggle to optimize online and offline marketing campaigns across an ever increasing number of new marketing channels. Silos of information reside in separate channel centric technologies and distributed marketing efforts, from both internal groups and external relationships. Most of all, the proliferation of sales and marketing channels has made Advanced-wide campaign performance difficult to track and monitor. Advanced Campaign Framework addresses these challenges by combing organizational capabilities with XSell's technologies and increasing return on marketing investments and customer profitability.

“Advanced Campaign Framework™ is a unified solution that enables synchronized marketing across multiple business units and distribution channels” said Rob Lee, CEO of XSell. “We see the challenges enterprises face when they attempt to [leverage customer touch points across multiple interaction channels](#) - in many industry verticals” said Lee. “XSell's Framework family of solutions are specifically designed to enable organizations to plan, manage and execute sophisticated cross-channel campaigns.”

The key elements of Advanced Campaign FrameworkX are:

- ◆ Portfolio Modeling – Model a multi-relationship view of customers across organizational silos and contact channels;
- ◆ Predictive Analytics – Predict and evaluate the impact of personalized recommendations across contact channels;
- ◆ Campaign Results – Evaluate detailed customer behavior and actual recommendation results across contact channels and
- ◆ Enterprise Results – Evaluate results across campaigns and channels over time.

XSell's implementation model allows for rapid integration with existing marketing, CRM, call center, order entry and Web systems without disruption to current operations. The platform leverages an institution's proprietary customer information – along with other consumer data – to determine customer eligibility and propensity with individualized pricing and 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 technology solutions are designed for organizations that are focused on leveraging customer interactions to increase loyalty, revenue and products per-customer,” said Lee. “As numerous industries continue to focus more on existing customers as a means of growth, it is imperative that institutions deliver qualified and personalized offers based upon each customer's unique needs.”

Advanced Campaign FrameworkX™ can be deployed as a stand-alone capability or as a component of an enterprise implementation of the XSell interaction management platform.

About XSell

XSell provides a powerful customer-centric interaction capability that can be deployed for service, sales or risk management using a multi-channel platform that creates compelling product and service recommendations, 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 recommend 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 recommendations. For more information about XSell and our industry specific solutions, please visit the company's Web site at www.GoXSell.com.

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