



NEWS RELEASE

10151 DEERWOOD PARK BOULEVARD, BUILDING 200, SUITE 115, JACKSONVILLE, FL 32256

TOLL FREE: 800-961-1513, PHONE: 904-854-6700, FAX: 904-854-6701
WWW.GOXSELL.COM

FOR IMMEDIATE RELEASE

CONTACT: Steve Phillips
For XSell, LLC
(904) 854-6700 extension 1004

Best in Class Companies Utilize Cross-Channel Marketing Campaign Management

*-New Study Reveals the Specific Steps Best-in-Class Companies Can Take to Optimize
Multichannel Customer Interactions-*

JACKSONVILLE, Fla., December 17, 2008 –

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, add organizational challenges to managing multi-channel marketing efforts. Most of all, the proliferation of sales and marketing channels has made multichannel campaign performance difficult to track and monitor.

According to a new study published by Aberdeen, a Harte-Hanks Company (NYSE:HHS), Best-in-Class companies are 1.5-times more likely to address these challenges by utilizing next-generation solutions that enable cross-channel optimization across an enterprise. XSell, the leader in [multichannel customer interaction technologies](#), sponsored the report and has made it available for a limited time on a complimentary basis. [Click here to download the study.](#)

The Aberdeen Report, "Cross-Channel Campaign Management: Next Generation Multichannel Marketing" reveals how top performing companies currently execute multichannel campaigns to extract maximum value from their marketing investments. The report demonstrates the value of collectively leveraging organizational practices in process, performance measurement, knowledge management, and technology to provide a foundation for multichannel success. By combining organizational capabilities and marketing technologies, Best-in-Class companies are able to positively affect return on marketing investments and customer profitability.

“Traditional multi-channel marketing is largely a function of delivering multiple separate campaigns across multiple channels,” explains Ian Michiels, Research Director at Aberdeen. “Best-in-Class are executing structured, collaborative cross-channel campaigns, and they are deriving extraordinary results from these tactics.” The top challenges organizations face when implementing a multichannel marketing campaign are data integration problems created by disparate systems, the lack of technology to centralize multichannel management, and the organizational challenges associated with department silos. “The challenge of executing, measuring, and optimizing multichannel marketing has far reaching implications that affect marketing performance, measurement, and customer retention and acquisition.”

XSell has recently released Campaign FrameworkX™ – a unified solution to the cross-channel marketing challenge. “This report supports what we have seen as a universal challenge facing enterprises and industries that are attempting to [leverage customer touch points across multiple interaction channels](#),” said Rob Lee, CEO of XSell. “XSell’s FrameworkX family of solutions are specifically designed to enable enterprises to plan, manage and execute sophisticated cross-channel campaigns.”

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 which products the customer is eligible for and likely to purchase 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 platform is 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.”

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 industry specific solutions, please visit the company's Web site at www.GoXSell.com.

###