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XSell Releases Save-Desk Assistant Technology

-Supports retention efforts for cable & telecom providers when customers call to cancel-

JACKSONVILLE, Fla., March 14, 2007 – XSell® LLC, a provider of cross-sell and retention solutions, announced today the release of Save-Desk Assistant, a comprehensive solution to support cable and telecom retention processes in the contact center.

XSell's Save-Desk Assistant is a sophisticated tool to automate retention processes when a customer calls to cancel service. A recent study by New York-based McKinsey & Company found that few save desks achieve full potential. The study also found, however, that when run well, save desks can add \$5 million in profit for every 1 million customers.

Save-Desk Assistant utilizes XSell's patent pending "Active Alert" process to reduce churn rates by providing save desk agents with relevant and targeted offers when a customer calls to cancel. Cable and telecom providers can configure Save-Desk Assistant to deliver personalized retention messages and offers to save desk agents based upon complex retention rules.

Solution highlights include:

- ◆ Personalized messaging to counter competitors' claims that can be updated in real-time to address changing market dynamics. (According to the McKinsey study, talking points to counter claims may increase save rates by as much as 20 percent)
- ◆ Relevant counter offers based on previous purchases, usage experience and demographics.
- ◆ Customer prioritization based upon Lifetime Customer Value, retention probability (with real-time adjustment of offers) and messages based upon customer cancellation reasons.
- ◆ System defined policies and best practices around customer retention interactions.
- ◆ Save desk performance scorecards and incentive tracking tailored specifically to save objectives.

- ◆ Service oriented technology approach, enabling rapid integration to agent desktops and current contact center platforms.

“Cable and telecom providers operate in extremely competitive environments and top performers should be focused on proactively retaining customers who call to cancel,” said Rob Lee, CEO of XSell. “The dilemma faced by most organizations is that retention efforts can be disruptive and expensive without consistent supporting technology. XSell’s Save-Desk Assistant solves that dilemma by offering an intelligent solution without replacing or upgrading existing contact center systems.”

Save-Desk Assistant allows each organization to easily tailor processes for save desk activities. Save-Desk Assistant utilizes XSell’s real-time personalization and multi-dimensional Return on Presentment modeling tools to ensure that the appropriate offer is made in a personalized way, just in time. Additionally, service deactivation reasons dynamically update as circumstances dictate and can trigger new offers during a cancellation interaction. Save-Desk Assistant includes an array of individual, team and management level tracking dashboards to monitor and respond to save team performance.

In 2006, XSell received the Annual Call Center Exhibition Best of Show Award for its innovative technology and was named one of *Mortgage Technology Magazine’s* “emerging vendors that are addressing real industry problems.”

About XSell

XSell helps institutions, identify retention and sales opportunities by providing a multi-channel platform that creates unique customer offers, which are presented through customer service touch points such as call centers, Web sites and interactive voice response (IVR) units. The XSell platform enables companies to sell a wide array of targeted products, including those provided by the institution and those provided by third party sources. The XSell Customer Service Marketing platform is currently deployed by leading organizations and received the 2006 Annual Call Center Exhibition Best of Show Award for its innovative technology. For more information about XSell, please visit the company’s Web site at www.GoXSell.com.

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