



Quaero Announces Strategic Partnership with Clarabridge to Extend Customer Experience Management Practice Capabilities

Text Analytics Improves Customer Retention and Increases Profitability

Charlotte, NC - October 14, 2008- [Quaero](#), a leading marketing services provider, today announced it has partnered with [Clarabridge](#), a leading provider of text analytics software to enhance its Customer Experience Management practice and provide clients with an advanced technology solution for turning previously unusable customer feedback into actionable business intelligence.

“Many of our clients operate in very competitive industries where customer experience is the only true differentiator,” said Naras Eechambadi, CEO, Quaero. “In these cases, a well-defined customer experience management program, based on actionable customer insight, can help companies anticipate customer needs, deliver relevant communications, inform product development and measurably increase customer value.”

Quaero’s Customer Experience Management (CEM) practice helps organizations manage and optimize customer interactions across channels to improve retention and increase profitability. Through the use of Clarabridge’s solution, Quaero CEM experts can easily collect and analyze intelligence from all of the varied sources of feedback available inside and beyond an organization’s four walls and integrate it with quantitative information to make recommendations for enhancing the customer experience and increasing satisfaction and retention.

Clarabridge helps enterprises better understand their customers by providing a software platform to listen, interpret, and respond to their customers’ true emotions, desires and behavior. Customer feedback is captured and analyzed from a variety of feedback channels as well as the growing number of indirect sources that provide consumer opinions, such as call center notes, qualitative survey feedback, Web 2.0 content, online consumer forums, email, social networking sites and even customer warranty forms. Clarabridge’s solution then categorizes all of this text-based customer feedback, determines associated sentiments tied to the categories and presents this information in various reporting formats used by company executives to identify areas of the business where improvements can be made.

“Market leaders across a growing array of industries can compete more effectively and quickly by gathering customer feedback from the complete range of information available to them both directly and indirectly,” said Sid Banerjee, chief executive officer of Clarabridge. “Turning the ‘voice of the customer’ into customer experience insight allows organizations to provide data to affected areas of an enterprise to assist them in improving their business processes and reacting to shifts in customer sentiment in real-time.”

Quaero and Clarabridge formed the partnership in recognition of the complementary aspects of their offerings, and the overall benefits the partnership will provide to their clients. With the insights generated from Clarabridge’s software, Quaero’s CEM experts can help clients to define the key drivers of satisfaction, retention and loyalty; build analytic models for customer segmentation and strategies; develop and measure the impact of customer experience programs; and identify the organizational alignment, change management and governance required to implement, maintain and continually improve the programs.

“The most valuable information about the customer experience comes directly from the customer,” said Jenny Belser, Director of Customer Experience Management, Quaero. “With Clarabridge’s text analytics solution, we can build programs that create differentiated experiences based on first-hand customer information. Clarabridge’s solution provides a faster, more accurate and comprehensive view of customer expectations than traditional methods, allowing us to quickly take effective actions that will have an immediate impact on the customer experience.”

About Quaero

Quaero delivers multichannel marketing solutions that help companies build long-lasting customer relationships, improve marketing effectiveness and realize measurable return on investment. We specialize in helping marketers solve their most complex challenges and accelerate marketing performance through a range of services in four primary disciplines: strategy, analytics and planning; marketing automation; customer data management; and hosted marketing solutions. Quaero serves category-leading business-to-business and business-to-consumer clients in select vertical markets. To learn more, visit our Web site at www.quaero.com

Clarabridge provides customer experience management solutions to Fortune 1000 companies seeking to better understand their customers and improve loyalty. Through its award-winning text analytics technology, Clarabridge software turns text-based customer feedback from external and internal sources into valuable customer insight that business managers use to make service delivery, product, and marketing improvements. Clarabridge provides the industry's first web-based text analytics solution with its Content Mining Service™ and its Content Mining Platform™ is the first text analytics solution built specifically for the business user. Clarabridge is headquartered in Reston, Virginia. For more information, visit www.clarabridge.com.

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