

## **CSG Systems' Executive Naras Eechambadi to Participate in NCDM Keynote Addressing Database Marketing and Customer Intelligence**

### ***Quaero Customer Exploritas to Present on Multichannel Marketing Best Practices at the Conference***

**Charlotte, NC – December 2, 2009** – Quaero, a CSG Systems (NASDAQ: CSGS) Solution and leading [marketing services provider](#), today announced that Senior Vice President Naras Eechambadi will participate in a keynote panel discussion moderated by Forrester Research, Inc. Principal Analyst Dave Frankland at the upcoming 2009 NCDM Conference. In addition to the keynote, Quaero and its customer Exploritas (formerly Elderhostel) will deliver a presentation entitled “Using Marketing Science to Win in a Down Economy” highlighting the travel company’s multichannel marketing transformation. The keynote will take place December 7<sup>th</sup> at 12:00 pm while the Exploritas presentation is on December 9<sup>th</sup> 1:45 pm.

Naras Eechambadi, senior vice president, CSG Systems, will join other leading marketing experts for the exclusive keynote, “CEO Industry Insider Panel: Evolving from Database Marketing to Customer Intelligence.” Moderated by Dave Frankland, the panel will discuss how database marketing is evolving and how new technologies and innovations are playing a key role in the move toward customer intelligence. Eechambadi, a recent Stevie award winner, will present his views and provide advice to marketers on how best to leverage database marketing in order to improve their organizations. Eechambadi will discuss ways that companies can harness customer intelligence even in poor economic times.

In addition to Eechambadi’s keynote panel discussion, CSG’s Quaero and Exploritas will co-present a multichannel marketing success story. Exploritas’ Director for CRM, Mei Fulton will discuss how a smaller marketing organization can make a big impact using the right marketing tools and technology to improve business – even in the toughest of times. Fulton along with Quaero executive Patrick Dineen will present how Exploritas, the world’s largest not-for profit educational travel organization for adults, increased its use of online channels while reducing costs to generate better customer insight and optimize its reach. They will also share ways multichannel marketing is used to gain meaningful, timely information about customers, prospects, and program effectiveness.

Faced with the realities of a down economy, Exploritas sought to improve its multichannel marketing efforts and needed to better segment and target customers for improved effectiveness and efficiency. With the goal of managing campaigns more effectively, Exploritas built a new marketing database, leveraging analytics to enhance customer conversion efforts. In the NCDM presentation, Fulton and Dineen will share details of the Exploritas multichannel marketing transformation as well as best practices and methodologies for designing an effective multichannel marketing strategy.

“The database marketing industry is progressing toward customer intelligence as a way to improve overall customer value,” said Naras Eechambadi, senior vice president, Quaero. “CSG has a significant presence at NCDM this year representing our growing expertise in database marketing and customer intelligence. Executive thought leadership along with customer success stories like Exploritas showcase our strength in this industry.”

The 2009 NCDM conference will take place December 7-9<sup>th</sup> in Las Vegas.

### **About Quaero**

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value. Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit [www.quaero.csgsystems.com](http://www.quaero.csgsystems.com)

### **About CSG Systems**

Headquartered in Englewood, Colorado, CSG Systems ([NASDAQ: CSGS](http://NASDAQ:CSGS)) is a customer interaction management company that provides software- and services-based solutions that help clients engage and transact with their customers. With a 25-year heritage in providing customer management and billing solutions to North American cable and direct broadcast satellite companies, CSG has broadened its customer interaction management capabilities to proudly serve this client base as well as new, highly competitive industries including financial services, healthcare, utilities and more. Today, CSG's solutions reach more than half of all US households each month and manage over \$36 billion in transactions annually on its clients' behalf. For more information, visit our website at [www.csgsystems.com](http://www.csgsystems.com)

### **About NCDM**

Co-sponsored by DIRECT magazine and the Direct Marketing Association (DMA), the National Center for Database Marketing (NCDM) Conference is dedicated exclusively to the database marketing industry. NCDM is held once a year and brings marketing and technology decision-makers together to find practical approaches to today's direct marketing challenges using customer data and technology.

### **About DIRECT**

DIRECT Online is the leading information source for senior executives responsible for measuring direct marketing return on investment, multichannel integration and deploying new direct marketing technologies. Our superior level of business intelligence includes insight and analyses into the challenges and issues direct marketers face across every aspect of direct marketing — from database marketing, direct mail, CRM, telemarketing and e-mail to catalogs, lists and data, e-commerce and direct B2B selling.

The information we offer our community members with our Web site, e-newsletters and blogs uniquely reflects the changing dynamics of the direct marketing landscape. DIRECT Online is a member of The Chief Marketer Network, which also includes Chief Marketer, Multichannel Merchant and PROMO Online.

### **About Direct Marketing Association (DMA)**

The Direct Marketing Association ([www.the-dma.org](http://www.the-dma.org)) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents more than 3,100 companies

from dozens of vertical industries in the US and 48 other nations, including nearly half of the Fortune 100 companies, as well as nonprofit organizations.

In 2009, marketers – commercial and nonprofit – will spend \$149.3 billion on direct marketing, which accounts for 54.3% of all ad expenditures in the United States. Measured against total US sales, these advertising expenditures will generate approximately \$1.783 trillion in incremental sales. In 2009, direct marketing accounted for 8.3% of total US gross domestic product. Also in 2009, there were 1.4 million direct marketing employees in the US. Their collective sales efforts directly support 8.4 million other jobs, accounting for a total of 9.9 million US jobs.

**The Power of Direct: Relevance. Responsibility. Results.**

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