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Aperio CI Announces New Release of Retention Genie

Web-based retention solution that enables carriers to make immediate and intelligent offers in order to "save" customers that are threatening to defect or have been identified as possible defectors.

Ronkoma, New York, US —June 5, 2009 — Aperio CI, *the* experts in telecoms data management, today announced the release of its new and improved Smart Save solution, which has recently been renamed Retention Genie. Retention Genie is the second solution in Aperio CI's Genie suite of solutions. It is a web-based retention tool, providing customer care representatives with the ability to proactively or reactively "save" customers who are threatening to defect, or have been identified as possible defectors. Retention Genie can be integrated with existing customer care applications with ease.

Retention Genie automatically recalculates bills under all internal and competitor plans. It equips Customer Service Representatives with immediate analysis of customer's usage and how much they would have spent under any internal or competitor plan, giving them the confidence to make informed and intelligent offers.

One of the enhanced features of Retention Genie is the "Build a Plan" feature. It allows customer service representatives to quickly build a new plan for the customer based upon the customer's usage information, including bundles and add-ons. Retention Genie will automatically re-calculate the customer's most recent 3 bills on the fly, as the new plan is being built, displaying the difference between what the customer actually spent on their current plan with what they would have spent on the new plan.

"Clients that implement Retention Genie almost immediately enjoy a reduction in churn without giving away the store," said Duffy Mich, chief executive officer for Aperio CI. "Retention Genie integrates the client's business rules to guide real-time offer management, eliminating the expensive "give away the store" theory, in order to save a customer."

About Aperio CI

Aperio CI is regarded as *the* experts in telecoms data management. For two decades we have been delivering innovative data management solutions to critical marketing challenges for some of the world's leading fixed and mobile telecoms operators. We understand that focused customer knowledge is paramount to implementing successful marketing campaigns. We recognize your challenges; disparate data solutions, legacy systems and internal resource constraints – all can prevent you from delivering effective propositions to your customers. We overcome these obstacles, providing you with the insight to create accurate marketing campaigns that deliver tangible business results. Aperio CI is based in the New York area, and maintains offices in New Jersey, Atlanta, San Antonio, and England. For more information, please visit www.AperioCI.com