

ATTENSITY GROUP CUSTOMER SUCCESS BRIEFS



Attensity Group delivers the power of sophisticated data and semantic analytics in the form of an integrated suite of **easy-to-use business applications**, allowing business leaders, customer support personnel and customers to get **relevant and actionable answers fast**. The company's go-to-market entities are Attensity Corporation in the Americas and Empolis, an Attensity

Group company, in EMEA. Read on to see how our customers' knowledge management professionals, business leaders, customers and customer support personnel use our applications to interpret, analyze and manage unstructured data to improve business processes, products and customer service: relevant and actionable answers — fast.



1 & 1 | www.1and1.com

1&1 Internet AG, the premier European ISP, is host to over 7 million internet customers globally. The time and expense of effectively responding to thousands of e-mails per day was daunting — especially for a business that differentiates itself on superb customer service in a fiercely competitive market. Where staff members used to read and manually route e-mails to the appropriate service consultants, now Attensity's Response Management solution automates the entire process of receiving, interpreting, sorting, routing, and responding to all incoming e-mails. Deployed in under four weeks, Response Management enabled 1&1 to both improve their customer service levels and reduce the costs and e-mail response time by 50%, almost instantaneously. The results: Productivity increases of up to 100%; Dramatic time and cost savings through automatic e-mail assignment and automation of email responses; Reduced e-mail volume and response time by 50% with more consistent, informed, and personable replies. Since March 2008 – the same system already in support of 1&1's France call center is now also supporting the call centers in the U.S. and England via Response Management's inherent multi-tenancy architecture. To learn more, visit www.attensity.com and download the case study.



Airbus Deutschland GmbH | www.airbus.com

Airbus, producer of Airbus airliners since 1970, is a multinational division of EADS employing 57,000 people in France, Germany, Spain, and the UK. When Airbus began its design work of the A380 Superjumbo aircraft, it also began work on building a new documentation system. The PDF files and papers used for documenting past airliner building projects did not deliver an adequate or scalable solution designed to manage the million pages of customized documentation and technical content created by around a thousand people in four countries.

The new documentation platform built with Attensity Content Management (ACM) software, formerly known as empolis:Content Lifecycle Suite, has successfully delivered a complete set of repair manuals for the A380. Moreover, migration of all other Airbus models to this new system is underway. Airbus will reap substantial savings when it retires redundant legacy documentation systems: less IT cost and greater accuracy, reliability and efficiency for the documentation organizations which will no longer be working with different methods, standards, and tools, but rather can reuse modular content via now layered document and information architectures.

“The new system is also much more stable, scalable and adaptable to accommodate additional manuals and aircraft models” according to Axel Sellmer, Manager IS for Repair and Customer Services, Airbus, Germany.

Additional resource: Please download the comprehensive Patricia Seybold Group Case Study “Airbus's Super Jumbo Content Challenge” describing the exacting requirements of the A380 documentation projects and the systems developed to satisfy those dynamic requirements.



Arcor AG & Co. KG | www.arcor.de

ARCOR AG & Co. KG is Germany's leading fixed network provider for alternative telecommunications. ARCOR implemented the Attensity E-Service suite (AES), formerly known as empolis:Service Lifecycle Suite, to improve its customer service extended by both internal contact center agents and ARCOR selected outsourcers. The initial pilot project was successfully implemented within two weeks. The now more than 2,000 dynamic decision trees provide easy, continual expansion of content on technical and commercial issues further helping contact center employees to provide more informed and more rapid responses to customer service requests.

Arcor AG & Co. KG, Continued

In the subsequent project phases, two trouble ticket systems and an evaluation system were also integrated, delivering substantial improvements of both speed and quality related to diagnosing and solving technical problems. The statistical analysis of these results will directly impact future product designs. Further customer service improvements at ARCOR, such as an online self service portal, were also put into service, leading to lowered hotline call volume and related support costs.

By implementing an intelligent knowledge management solution from Empolis, an Attensity Group company, ARCOR has established a sound foundation to continuously reduce costs in the service organization (e.g. fewer on-site technician visits) and increase overall customer satisfaction (e.g. better response quality in less than a minute for technical inquiries for example), while continuously delivering on its innovation-driven mandate and successful approach to customer service.



Arvato Services | www.arvatoservices.com/en

Customer service is their number one mission. arvato services, a subsidiary of arvato AG and part of the international Bertelsmann Group, is Europe's leading service provider for the professional management of customer relations. As the customer communication and service outsourcing partner of leading German airlines, arvato replies to their customers' incoming customer inquiries from numerous locations across three continents. No matter whether in English, Portuguese, Spanish, German, French or Italian – arvato reacts to more than several hundreds of thousands of customer requests annually with maximum speed and quality.

They moved to Attensity's Response Management application when their existing response management system could no longer successfully scale or manage the complexity of demands from new customers. After the successful trial run of a pilot installation in 2003, followed by the system's large-scale implementation in 2004 at two locations in Germany as well as a contact center in North America, the Attensity Response Management solution became arvato's platform for delivering a series of process improvements. Incoming customer emails, for example, undergo an automatic content analysis and the majority are forwarded without any manual effort to the responsible agent. Several hundred text modules in seven languages further accelerate the agent's response tasks while also creating enormous time savings and offering full visibility into all processes and quality assurance, as each reply is now consistent and on-target. Response Management's multi-tenant architecture allows arvato services to support different airlines customers within a single uniform system and process structure, further optimizing human as well as IT resource capacities. To learn more, visit www.attensity.com and read the customer success story "Arvato Services - Service optimization in seven languages for satisfied airline customers."



BBC Monitoring | www.bbc.co.uk/worldservice

BBC Monitoring is part of the BBC Global News Division. BBC Monitoring was looking for an end-to-end publishing system that could also accommodate very unique content requirements, including XML content creation, editing and classification of its continuously broadcasted information monitored by BBC Monitoring from around the world. Moreover, evaluation and approval functionalities along with rights management for imaging and multimedia applications were also prerequisites, whereby information distribution occurs via a variety of channels (web, e-mail, fax, mail). In addition, the website needed to fulfill BBC CI guidelines and include powerful search functionalities.

BBC Monitoring selected the Empolis Content Management solution and after successful project completion, end users express a high level of system acceptance and productivity improvements, benefitting from the structured content approach helping them find the right information from virtually any source in any language much faster.



Bentley Motors | www.bentleymotors.com

Bentley Motors, the luxury car maker, which is part of the VW AG Group, uses Attensity Content Management (ACM) suite, formerly known as empolis:Content Lifecycle Suite, as the platform for the new Bentley authoring environment, aptly named the Bentley Authoring System (BAS). BAS is used to manage all technical information that Bentley distributes to their 155 worldwide dealers, including training manuals and all other service-related information. Bentley selected ACM after a 10 month evaluation period of 12 different content management systems. ACM was selected based on its powerful out-of-the-box functionality, enabling a very short roll-out phase and delivering to Bentley a quicker return on their information and investment. Empolis' partner, arvato services, is responsible for implementing the BAS system at Bentley, and integrating BAS with the existing after sales systems within the VW group.

Mike Morris, Bentley's Head of After Sales, said "we chose ACM because it fits right into our existing IT landscape, enabling us to get up and running with the system very quickly. At the same time, ACM also offers us the chance to scale up and out in terms of additional content sets and departments inside of Bentley over the coming years as more and more of our content moves to XML." Additional resource: Press release "Bentley Motors" online in the press release section of Empolis, an Attensity Group company.



Robert Bosch GmbH | www.bosch.com

Based on the Empolis Content Management solution, Empolis, an Attensity Group company developed the new editorial system "IMSIS+" for Robert Bosch GmbH, in addition to a document directory for the creation and management of testing- and repair manuals (SIS information) and corresponding diagnostic software programs. SIS service information is the primary information source for a repair shop technician to quickly identify mechanical malfunctions leading to faster and more efficient repairs. Nearly 300 authorized editors worldwide utilize this service information system.

Dramatic reduction of processing times and content reuse costs, increased documentation output, process optimization, quality improvement, consolidation and expansion of market coverage of diagnostic information for every car made around the globe – meaning every single brand and car series – were achieved. The system manages the entire translation process for all instruction manuals. Post the creation of German and English language versions in the editorial system, the manuals were translated into 24 other languages at a fraction of the time it used to take – resulting in cost and time savings. Translation costs amounting to 3.5 Million Euro annually decreased to 700,000 Euro/year after implementation. Formerly, 8 languages were translated in their entirety and missing text elements were presented in English. Today, all 24 languages are translated in their entirety.



BSH Bosch und Siemens Hausgeräte GmbH | www.bsh-group.com

BSH Bosch und Siemens Hausgeräte GmbH (BSH) is a joint venture between Robert Bosch GmbH in Stuttgart and the Siemens Corporation in Munich. BSH is an internationally leading manufacturer of household appliances with annual group sales of €8.8 billion (\$13.6 billion) in 2007. The company's modus operandi when it comes to strategy and development is to always seek solutions that future-proof innovation and quality. Adhering to these guiding principles, BSH decided in May 2006 to replace its publishing system of user manuals for its entire range of brands (including Bosch, Siemens, Gaggenau, Constructa and Neff) with the Attensity Content Management (ACM) solution (formerly known as e:CLS) by Empolis, an Attensity Group company.

BSH chose ACM because of its broad range of deep knowledge management capabilities. BSH required a high level of modularization and reuse of content, and demanded both a proven, standardized product leveraging standard formats. BSH also wanted to improve its internal translation management of over 30 languages and its integration with external translation agencies. By automatically generating user manuals from layout-neutral content, the necessary layout rework is now reduced to a minimum, resulting in significantly improved productivity, reduced layout and production costs. All user manuals for ovens, washing machines, dishwashers and refrigerators are now generated using the ACM-based system and can now also be easily published electronically.



Bzz Agent | www.bzzagent.com

With over 500,000 agents globally BzzAgent is the premier word of mouth vendor that provides WOM research and creation for brands around the world. BzzAgent helps brands conduct research around customer impressions of products and services, while at the same time provides a platform for customers to generate valuable word of mouth driving purchase intent and ultimately sales. Through its research panels, agents “buzz” about products and services, creating a treasure trove of (unstructured, free form) customer impressions about trialed consumer products, for brand marketers and researchers to use to determine marketing methods, product communications, and ultimately purchase intent.

Using Attensity’s Voice of the Customer (VOC) application, BzzAgent is able to rapidly and easily analyze customer verbatims and “buzz” about products – creating a quantifiable dataset that brand managers use to understand product issues and opportunities. With Attensity VOC, BzzAgent is able to provide valuable reports and drill-down analysis for clients – providing actionable insights that impact important marketing and product introduction decisions.



CCH Australia Ltd. | www.cch.com.au

CCH Australia, a Wolters Kluwer business and part of the Tax, Accounting & Legal Division, has successfully published tax, legal and business information in Australia for almost 40 years. Being the leading business publisher and information services provider servicing clients in the accounting & financial planning, employment & safety, and legal and business communities throughout Asia Pacific, CCH Australia has built a solid reputation in providing accurate, reliable, and timely delivery of new publications and supplements in a variety of media formats to this target audience.

In 2002, CCH Australia decided to migrate onto a centralized database system by implementing the Attensity Content Management (ACM) suite (formerly known as the empolis:Content Lifecycle Suite) from Empolis, an Attensity Group company, providing a single source delivery of information for content reuse for any purpose and in any format. Interactive user interfaces for data export deliver seamless content transition into existing processes or new publications. CCH Australia experienced cost reductions for post-processing, redundancy reduction, increased product quality and overall increase in customer satisfaction.



Charles Schwab | www.schwab.com

For this Global 1000 investment services firm, Attensity is a central part of their efforts to understand and act on customer feedback. With hundreds of thousands of customer interactions per month, the need to understand customer issues, act on signs of dissatisfaction and churn and drive sales and service interactions can be the difference between success and failure. With Attensity they are able to capture these interactions through customer service notes, emails, survey responses and online discussions and analyze them so they can drive customer retention and growth.

Attensity Voice of the Customer enables them to analyze customer feedback to drive proactive programs and understand emerging issues and opportunities, to communicate at the client segment level on a daily basis key issue and opportunities, to integrate this valuable customer feedback into their SAS analytics platform on their Teradata data warehouse to expand the customer signature and to deepen customer loyalty analytics.

After the successful implementation project, Attensity has become a central part of the customer analytics equation at this investment services firm. Now an integral part of the customer program planning and churn identification effort, the firm has seen improved satisfaction and has been able to mitigate churn via direct broker communications with customers and various marketing programs. Customer satisfaction and specifically the reasons why customers are not happy are directly monitored and specific issues addressed. Issues can include problems with services, communication, collateral and specific individual interactions. Attensity also helps the firm dig deep into their Net Promoter™ Program results — uncovering the reasons why customers give low scores and identify as “detractors.” In the past, the firm took almost 1 year to conclude the same information around customer satisfaction issues concluded using Attensity over the course of less than a week of analysis! Attensity has also been able to impact changes in various customer communications including helping to make important changes to accounts statements and broker communications.



State Intellectual Property Office China | www.cpo.cn.net

According to the World Intellectual Property Organization (WIPO), approximately 727,000 patents were granted across the world in 2008. In 2008 alone, China granted 412,000 patent rights (of more than 828,000 patent applications), up 17.1 percent over the previous year, including more than 352,000 domestic applications and 60,000 from abroad.

Since 1999, the Chinese Patent Office (State Intellectual Property Office of China or SIPO) has been utilizing the professional patent research system EPOQUE Net by Empolis, an Attensity Group company. Based on the intelligent EPOQUE Net software, a powerful and highly ergonomic Java application was created, which was originally developed in close collaboration with the European Patent office, enabling authorized personnel to review, record, assess, and approve patent applications via the software's built-in patent research, workflow and statistics engines. The European Patent Office's 6,500 employees are also currently utilizing this solution to search and compare 4 terabytes of text and 20 terabytes of graphics (for more details, please review reference "European Patent Office" below).



DATEV eG | www.datev.com

Headquartered in Nuremberg, Germany, DATEV eG is Europe's leading software company and IT service provider dedicated to serving tax consultants, auditors and lawyers as well as their clients. With close to 39,000 members, approximately 5,500 employees and sales of €614 million in 2007, DATEV, which was founded in 1966, supports approx. 30 European service centers making it one of the largest professional IT service providers and software companies in Germany and Europe. DATEV also possesses extensive and ceaselessly growing content-rich information and knowledge databases which its members/ subscribers, customers and employees rely on 24/7. For example, the LEXinform database contains over 450,000 high-quality documents; over 2 million pieces of information are available in the DATEV intranet, and more than 13,000 documents can be accessed from its public Internet site – and these numbers are growing daily.

In 2002, DATEV's R&D department identified five factors of success for a future-proof information management system: Simple and centralized access to all information systems; homogenous and clearly structured search results; cross-referenceability of information; intelligent processing and aggregation of information; and a flexible IT infrastructure. Following an extensive evaluation and testing phase in 2002, DATEV opted for the Attensity Research and Discovery (ARD) solution developed by Empolis, an Attensity Group company, as its company-wide infrastructure technology for intelligent information classification, search and retrieval. In effect, ARD provides the backbone for DATEV's mission-critical application areas, including its LEXinform knowledge base, Internet and Intranet portals and support services.

ARD can automatically exploit even the largest of data sets stored across numerous databases and enable this data to be searched in a user-friendly way. End-users can display best matching documents almost immediately or can refine their research requests using a variety of different search methods guaranteeing higher levels of intelligence and accuracy. Information can be retrieved from various sources (both internal and external) and displayed according to user authorizations or personalized requirement profiles – down to a specific page. This supports the individual and task-driven search habits of end-users and delivers timely and accurate knowledge-based support for business processes. Net results: DATEV subscribers, members and employees enjoy a better customer experience as intuitive search produces more high-quality and faster "find" results empowering DATEV-data source-dependent knowledge-workers to be more productive.

Additional resources: Please download the detailed Braiconn-Case Study and project white paper "Don't Search, Just Find: The implementation of the e:IAS at the DATEV eG".



DFS Deutsche Flugsicherung GmbH | www.dfs.de

Founded in 1993, the German Air Traffic Control or Deutsche Flugsicherung GmbH (DFS) has been controlling air traffic at 16 international airports in Germany, coordinating more than 9,000 flights daily and more than 3 million annually. The air traffic control and maintenance units at the different DFS locations are responsible for handling failures or technical infrastructure incidents. Until recently, they operated autonomously with limited knowledge transfer among the various locations. Since the DFS is synonymous with safety, professionalism and cost-effectiveness, it decided to establish a comprehensive, centralized knowledgebase across all locations to more quickly and reliably resolve technical problems and increase transparency of the maintenance processes related to servicing technical systems — specifically, the Air Traffic Management (ATM) systems — in its control centers.

In 2006, the DFS decided to implement a “Failure Analysis Support System” (SASS) based on the Attensity E-Service (AES) suite (formerly known as the empolis:Service Lifecycle Suite) developed by Empolis, an Attensity Group company, providing the DFS with fast and substantiated information for failure analysis and trouble shooting. Moreover, the business process management and workflow capabilities of the jointly developed solution offers DFS a process-based view and log of individual service steps taken, in case, something does go wrong, all service steps can be retraced and immediately corrected. The uniform knowledge base provides the employees with best-practice knowledge to existing problems while new problem resolutions are automatically added to the knowledge base. Using intelligent retrieval technology, precise results are presented in response to natural speech queries. Results: Meeting compliance requirements, considerable increase in transparency of maintenance processes, faster and more effective trouble-shooting processes that led to 30% costs savings. Since its implementation, the system has continuously been expanded to other DFS divisions.

“With the Attensity solution, we capture our entire maintenance knowledge in a common database, allowing us to retrieve relevant information to analyze and resolve failures even faster.” — Thomas Gahler, Project Manager, SASS, DFS Deutsche Flugsicherung GmbH

This tailored solution for the DFS is ideal for organizations with mission-critical control centers where immediate and comprehensive failure analysis and problem resolution needs to be instantaneously disseminated and accessible by other locations. Expert knowledge is no longer logged in the heads of individuals, but is immediately accessible to authorized personnel across the entire organization. Especially in times, where systems have become more complex and project teams are distributed, it’s essential to quickly find the right answers. Additional resource: Please read the project white paper “The Direct Route to Non-Stop Knowledge.”



European Patent Office | www.epo.org

The European Patent Office (EPO) is an inter-governmental organization whose principal line of business is the protection of intellectual property or, more specifically, patent inventions. While its core jurisdiction extends to 28 European nations, the EPO also provides protection within other, non-European countries that have signed agreements with the EPO. Since processing its first patent application in 1978, the organization has published more than a million applications and presently publishes new patents at a rate of 2,000 per week—and the volume is growing.

Since 2002, the EPO has been developing and deploying the rebuild of EPO’s Query Service, co-developed by the EPO and Empolis, an Attensity Group company, used daily around the globe by over 6,500 patent examiners in the European Patent Office, its affiliated member states and selected non-member states as well as by 25,000 public users dealing with EPO’s internet service espacenet. More than 60% of the worldwide patent applications are approved using this solution, which delivers online answers within 300 msec in average for queries and images, and powerful process support to a large number of simultaneous users searching and comparing large volumes of data – 5 terabytes of text and 28 terabytes of graphics!

Benefits to the EPO: Significant cost savings of 12 Mio EURO per year to patent searches due to the introduction of logical databases, greater accurateness of the results and savings on operations.



Financial Accounting Foundation | www.fasb.org

The Financial Accounting Foundation (FAF) is responsible for creating and maintaining the U.S. GAAP accounting standards. The U.S. Generally Accepted Accounting Principles are a collection of documents, content and knowledge having evolved since the middle of the 20th century into a very complex and inter-related corpus of information. To lower the risk of misinterpretation, FAF decided to re-write or “re-codify” the U.S. GAAP standards in 2004. In support of this huge undertaking, FAF decided to invest in a new content lifecycle platform to support the creation, linking and review of the new U.S. GAAP standards, and also to deliver the U.S. GAAP standards in an easily accessible and searchable manner to the accounting and business community.

Empolis partner Ovitass Inc. won the contract for the FAF Codification (released by the Financial Accounting Standards Board of FAF) project and in a very short time delivered a solution based on the Attensity Content Management (ACM) solution, formerly known as the empolis:Content Lifecycle Suite, for the content creation, management, linking and review, the Ovitass Workflow Portal (a BPM solution that is tightly integrated with ACM), Fatwire Content Server for web delivery, and Attensity Search and Discovery for corresponding functions.

The newly codified U.S. GAAP standard is currently under public review and can be accessed at <http://asc.fasb.org> (sign-up required). Over 25,000 registered users are reviewing the content in a process that will last until Spring 2009, when the first edition of the new accounting standards will come into effect.



Fujitsu Siemens Computers GmbH | www.fujitsu-siemens.com

With approx. 10,000 employees and revenues of € 6,614 billion in 2007, Fujitsu Siemens Computers is the leading European IT Infrastructure provider, designing and delivering infrastructure products, solutions and services as well as managed infrastructure services, or a combination of these offerings to customers in 36 EMEA markets. In 2001, Empolis, an Attensity Group company, beat out 7 competitors to develop self-service solutions and knowledgebases for the helpdesk, currently handling 2,500 requests per day, in under six months for Fujitsu Siemens. Based on Attensity E-Service solution (formerly known as the empolis:Service Lifecycle Suite), support staff, customers and service partners alike now benefit from intelligent and convenient information retrieval, achieving notable support cost reduction and increased customer satisfaction. The system is fully integrated into the existing support infrastructure, as well as the support and software-pool database keeping maintenance levels low. Internet and intranet can be accessed separately and future projects are focused on further optimizing knowledge systems. Additional Resource: Please download the Patricia Seybold Group Case Study “Patricia Seybold Report on Service Resolution Management”. (<http://www.empolis.com/downloads/by-type/report.html>)



International Accounting Standards Board | www.iasb.org

The International Accounting Standards Board (IASB) is a privately-funded, independent standard-setting board that is responsible for developing and promoting the use and application of the International Financial Reporting Standards used in over 100 countries around the world. Since 2001, the IASB uses the Attensity Content Management (ACM) solution (formerly known as the empolis: Content Lifecycle Suite) developed by Empolis, an Attensity Group company, to publish accounting standards worldwide. IASB produces the 1000+ page publication “International Financial Reporting Standards” with e:CLS. The high amount of well-structured data required using a content management system, which supports the high requirements for e.g. linking and versioning, in order to create recurring, permanently updated high-quality publications.

They publish and sell these continuously updated financial standards in bound book format, CD-ROMs or on a subscription-basis, as well as other services including official translations and educational materials directly on their foundation’s own website. Moreover, the IASB delivers customized content to the larger accounting/auditing companies such as Deloitte Touche and PriceWaterhouseCoopers. In addition, they publish training information/course materials around those core standards for accountants online. The solution allows for tight process control during the creation of highly structured content, thus enabling IASB to deliver publications with high quality.



Immobilien Scout | www.immobilienscout24.de

Real estate portal ImmobilienScout24 is the largest realty destination in Germany with more than three million site visitors, 1.2 million virtual tours each month, and properties listed in over 80 countries. In less than 10 years, ImmobilienScout24 has become known for stellar customer support, responding to e-mails within 24 hours. In order to stay ahead of the competition, the management knew that they needed to continue improving their customer service. This meant cutting their e-mail response time from 24 to 6 hours. But how, when they had an ever-increasing volume of e-mail, averaging around 10,000 emails per month? Attensity Response Management provided the answer, resulting in response times down by 50%, with personable replies now issued within hours. Agents saw productivity gains of 30%, despite growing e-mail volumes, while already remarkable customer service levels improved further.



JetBlue Airways | www.jetblue.com

New York-based JetBlue Airways has created a new airline category based on value, service and style. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers the most legroom throughout coach (based on average fleet-wide seat pitch for U.S. airlines). JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful compensation for customers inconvenienced by service disruptions within JetBlue's control.

JetBlue Airways currently uses Attensity's Voice of the Customer application in its customer service organization to uncover customer issues, requirements and overall sentiment about the airline. The company's pilot project demonstrated a significant ability to find key information about customer sentiment and tangible data around how to augment its services. JetBlue uses Attensity VoC to proactively manage and analyze all freeform customer feedback to improve service, marketing, sales and the products they offer.

"From our Customer Bill of Rights to our customer advisory council, JetBlue is dedicated to bringing humanity back to air travel," Bryan Jeppsen, research analyst Manager said. "One of the best ways to do that is to listen — truly listen — to our customers. Our commitment with Attensity enables us to mine subtle but important clues from all forms of customer communications to continue improving all aspects of our company. We're eager to learn as much as we can, and we're excited to have Attensity's simple to use yet sophisticated software at our service."

JetBlue Airways customer service analysts use Attensity VOC on a daily basis to cull insights and actions from customer feedback. "Attensity Voice of the Customer offers us the unprecedented ability to automatically extract customer sentiments, preferences and requests we simply wouldn't find any other way," Bryan Jeppsen, JetBlue research analyst, said. "Attensity VOC enables us to intelligently structure, search and integrate the data into our other business intelligence and decision-making systems."



Kreditwerk Hypotheken-Management GmbH | www.hypotheken-management.com

Founded in 1999, the Kreditwerk Hypotheken-Management (HM) is the largest provider of third-party loan processing and related consulting services in Germany. HM's clientele are other mortgage lenders, financial and insurance institutions for which HM handles the entire range of loan processing services, managing and maintaining mortgages and other loan applications related to approx. 295,000 accounts.

Hypotheken Management decided to technically revise the entire production of business correspondence templates issued to end customers and replacing the existing content management system in the process. While reduction of processing times, quality improvements, and avoiding routine task redundancies, was one mandate, HM's goal was to build a highly configurable, efficient, user-friendly, and cost-effective publishing system that would optimally support all content lifecycle use cases today, and would also be able to scale to manage evolving document-driven business processes both technically and from a creative point of view.

Empolis, an Attensity Group company, implemented Attensity Content Management (ACM) solution (formerly known as the empolis:Content Lifecycle Suite), which efficiently manages both current content use cases and can scale to meet future requirements. ACM's open and flexible architecture ensures an easy integration into existing and future systems. Modular correspondence templates are provided and flexible interfaces support the seamless integration of data sources and publishing processes. "Apart from the brisk implementation, we are particularly impressed with the solution's configurability, ease of integration, performance and stability," stated Martin Strübe, IT Publishing, Hypotheken-Management.

The Moeller Group is one of Germany's leading, globally operating suppliers of components and systems for industrial and building automation systems worldwide with annual revenues of about €960M and 8,400 employees (FY 06/07). Customers range from OEMs and panel builders to electricians.

The Moeller Group's service portfolio includes onsite repairs, installation, conversion and expansion; consulting; training; inspection and maintenance; hotline support; and spare parts and rental devices. The Moeller Group picked Attensity's E-Service application (formerly known as the empolis:Service Lifecycle Suite) developed by Empolis, an Attensity Group company, to further improve its automated technical services with the implementation of an online diagnosis system with deeper self-service capabilities for their customers. Since going live in August 2006, the site's support area has seen a 50% increase in visitors. Forty-five multilingual decision trees are the core of the online dialogue system, which harnesses the expert knowledge of Moeller employees, making between 350-400 solutions now directly accessible to end-customers, resulting in a 20% call drop to Moeller's contact center/support line. Each successful self service query means a 30-minute-time savings to a contact center agent! The system analyses problem symptoms and utilizes dynamic decision trees to progressively identify the causes, and more importantly, guides the end-users to quicker and more accurate answers — down to the exact page of the appropriate user manual, displaying pictures and diagrams of the equipment.

In the space of one year, the usage of this diagnostic self service portal has increased by more than 30%. By a conservative estimate, diagnostic self-service eliminates 20% of calls to agents, which saves service technician hours. The time that is freed up is invested in pro-active tasks or in taking better care of more customers which ultimately results in increased customer satisfaction.

**Telefónica O2 Germany GmbH & Co. OHG | www.o2online.de**

Telefónica O2 Germany belongs to Telefónica Europe, which has more than 45 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany, and is part of the Spanish telecommunications group Telefonica S.A. Since 2006, Telefónica o2 Germany uses the Attensity E-Service (AES) application (formerly known as empolis:Service Lifecycle Suite) developed by Empolis, an Attensity Group company, to optimize all support activities by automating capture and delivery of knowledge. Implementing the empolis:Service Lifecycle Suite in under seven weeks, the Attensity E-Service solution is used by 100% of the contact center agents, having significantly decreased o2's average call handling time. Highly flexible in adaptation of processes and procedures, AES ensures that complex problems are now solved efficiently. Feedback built into all knowledge display screens empowers all agents to continuously update an evolving knowledgebase driving quicker problem resolution. In addition, customer calls can be "parked" and picked up later when, for example, customer can provide additional problem-related information, e.g. purchase receipt with exact model of malfunctioning device. Moreover, all related problem-solving agent/customer dialogs can be pasted into the trouble ticket.

**Peruvian Audit Court**

In cooperation with the Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, Empolis, an Attensity Group company is helping the Peruvian Audit Court to fight corruption by deploying and training the 200-strong staff of the Peru Audit Court on a state-of-the-art knowledge management solution, formerly known as the empolis:Information Access Suite developed by Empolis. The 2008-project is part of a wider business development effort funded by the Federal Ministry for Economic Cooperation and Development (BMZ) to deliver business technology tools that promote democracy and the rule of law abroad while automating and bringing more transparency to underlying business processes.

When auditing public sector institutions the audit court staff can now access background materials both online and offline: statutes, ordinances, court rulings and above all reference cases. Auditors can use laptops to search for keywords and documents and they are able to record their own cases so the information can be shared with their colleagues. The now centralized knowledgebase can be accessed faster and from wherever, reducing processing time of legally admissible audits by one third. New laptops and scanners have erased the need to transport the physical files from institutions all over the country to the capital city, Lima, for processing, while the Attensity E-Service solution processes and networks the now digitized audit related documentation. Moreover, it documents information pertaining to suspected corruption cases in a court-admissible way. "The cooperation with Empolis has enabled the Audit Court to work faster and more efficiently without having to employ extra staff," says Johannes Spitta, GTZ's project manager in Latin America.



The Royal Bank of Canada | www.rbc.com

The Royal Bank of Canada offers over 15 million clients in 34 countries a full range of financial products and services of personal and commercial banking, wealth management services, insurance, corporate and investment banking and transactions. In a highly competitive industry with demanding customers, the need to listen and act on customer feedback is paramount to retaining and growing their customer base. In order to stay on top of customer sentiment, issues, requirements, and to track and monitor reasons why they churn they need to access, analyze, and integrate raw, unstructured customer feedback in a way that allows them to analyze and act on it quickly.

RBC uses Attensity's Voice of the Customer (VOC) application to better understand customer sentiment, more quickly identify issues with products and services, and define appropriate business actions and communications to drive customer loyalty and growth. They have systematically integrated Attensity VOC into their broader customer analytics process, integrating over one million pieces of customer feedback captured in email, web forms and service notes into their Teradata data warehouse to expand their customer signature enabling analysis of issues, churn potential, and more. *"Using Attensity we have better insight into what customers are saying and their pain-points, it helps us to define and prioritize our spending on client initiative."* said the RBC lead customer complaints analyst.



Braathens SAS Braathens | www.sasbraathens.no

SAS Braathens, a wholly-owned subsidiary of Scandinavian Airlines System (SAS) Group, is the largest airline in Norway with 440 daily departures. The company operates routes in Norway and also between Norway and the rest of Europe, carrying around 10 million passengers per year. The company had a profit for 2007 of NOK 921 million. In 2006, SAS Braathens and Empolis' (an Attensity Group company) partner OVITAS Scandinavia, co-developed a cost-effective solution for airlines operations based on the industry-leading information access and knowledge management platform Attensity Research and Discovery, formerly known as the empolis:Information Access Suite.

The resulting EDOCS, tailored to SAS Braathens' requirements, is a hosted web portal which provides a single point of content access and management offering comprehensive functionalities for information retrieval with search, navigation, display and print capabilities of airline operation manuals. All updated documents and manuals are instantly accessible via the Web, and users can see all related information across manual types in a single screen. EDOCS uses a formal knowledge model to intelligently present the most relevant pages first while also delivering relevant information to first "hits" shown on the screen – automatically and with no editorial overhead.

Net sum: The EDOCS solution met this airline's key business objectives: Contained publishing cycle, web distribution, differentiated and distributed usage, revision management. Net results: It cuts costs and speeds up underlying business processes – this single-point content access and management system eliminates time-consuming searches of paper documents or CD-ROMs, increases productivity and reduces labor costs, providing updated manuals at all times and contributing to overall airline safety and regulatory compliance.



Siemens IT Solutions and Services | www.it-solutions.siemens.com

Siemens offers one-stop shopping for the complete IT service chain – from consulting to systems integration and IT infrastructure management right through to industry-specific IT solutions from 40 countries. Customers include BASF, BBC, Barclays, Daimler Chrysler, EADS, and Airbus. Siemens IT Solutions and Services, an operating company of Siemens Corporation, has annual revenue of \$7 billion. Automating customer resolution management has become the next challenge for customer service excellence. The promise is clear: faster, cheaper, scalable, and more effective customer service. But the way forward requires innovation not only in tools but in processes and management models, e.g. developing governance models with clearly defined roles addressing all aspects of knowledge creation.

Since summer 2005, Siemens IT has benefitted from Knox, an intelligent solution for knowledge-based automation and solution-based support in the Service Desk area, based on the Attensity E-Service application (AES), formerly known as the empolis:Service Lifecycle Suite, developed by Empolis, an Attensity Group company. AES helps

Siemens IT Solutions and Services, Continued

service organizations to effectively create and reuse, manage and deliver service know-how. Siemens IT looked at 25 other IT solutions vendors and chose AES as it matched all of their criteria: Intelligent navigation, state-of-the-art search technologies, and easily customizable workflow capabilities to meet internal requirements.

Known internally as KNOX (Knowledge Explorer), the current version went live at the end of 2006, and is currently used by more than 2,000 users and during peak operating periods between 400-500 concurrent users utilizing the system simultaneously. The purpose of Knox to this day is to provide a systematic compilation of customer care knowledge and make it available globally to all employees in the field via search. Built on a central knowledgebase, the solution supports the Service Desk, Customer Self Service and Global Intranet Portal (GIP) applications of Siemens IT Solutions and Services around the globe. Moreover, KNOX is utilized by SIS and more than 100 of its external customers, including Coca-Cola and Freightliner, to deliver faster and more effective customer service via efficient web-based access to accurate and timely service information.

Knox provides a single search across all knowledge sources which include more than 40,000 FAQs, images and files; and 300-400 solution trees in English, German and Polish. As a result, various user groups (more than 2,000 registered users and 50 knowledge experts) worldwide have 24/7 access to one central knowledge base and can quickly and intuitively retrieve user-specific as well as multilingual information benefitting from a variety of underlying search technologies (e.g. full text search, natural language search, similarity search, information navigation, decision trees for intelligent problem-solving).

Additional resources: Request a PDF copy of the very detailed description of the three-phase development and implementation captured in the Braiconn Case Study “Intelligent Service & Support.” Request a PDF copy of the Patricia Seybold Group Case Study “Customer Support: Success With Knowledge Management.”



Travelocity | www.travelocity.com

As the leading provider of consumer-direct travel services, booking over \$8B in travel services annually, and interacting with hundreds of thousands of customers every month, Travelocity makes it its business to be customer focused. And through all of these interactions, whether via emails, survey responses, service notes, web forms and even online reviews, Travelocity amasses mountains of customer feedback, inquiries and content every day which contains important data about customer sentiment, issues and “cries for help” that are almost impossible to analyze and react to because it is unstructured and scattered. In order to harness this valuable customer feedback and to use it to increase customer satisfaction and repurchase rates, Travelocity turned to Attensity’s Voice of the Customer (VOC) application to rapidly and efficiently analyze the VOC and to automatically take action.

Using Attensity, Travelocity is able to get an early warning on customer “cries for help.” With this early warning, Attensity automatically drives action – by driving direct interaction that enables Travelocity to solve the customer’s issue, driving their satisfaction. Travelocity also uses Attensity VOC for analysis and understanding of NPS “detractor” and “promoter” issues and requirements, for early identification of website errors and performance issues and hotel content inaccuracies, for the analysis of customer sentiment, and described issues on internal and external info (blogs, web forums,) analysis for partners and to provide supplier score-cards that help improve partner and ultimately customer relationships.



Whirlpool | www.whirlpool.com

As a \$13.2B appliance manufacturer and the #1 appliance manufacturer in the world, Whirlpool focuses on great products and great customer relationships to maintain and grow customers all over the world. As a customer-centered company they need to understand the root cause of customer pain points, to understand brand, product and service related issues and to know their customers. And with the vast amounts of customer service records, emails, survey response and online community forums, there is more than enough data to get and use customer insights to improve customer experiences.

When they started out with Attensity in 2004, they wanted to be able to leverage the web and over 8.5 million annual customer and repair visit interactions captured in service notes to drive marketing programs, product development, and quality initiatives. And they have done just that and more. With over 300 users of Attensity VOC worldwide, Whirlpool listens and acts on customer data in their service department, their innovation and product developments groups, and in market everyday.

With Attensity VOC they get early warning for safety and warranty issues and in many cases have been able to mitigate expensive recalls through an early view and rapid change out of defective partners. They extrapolate an ~80% savings on their costs of recalls” due to early detection with Attensity. In addition, to product quality improvements, using Attensity, Whirlpool has a better understanding of their customers’ needs and wants – and of their competition and what they are doing to win over customers.



John Wiley & Sons, Inc. | www.wiley.com

Since 2002, John Wiley & Sons, Inc., a global publishing enterprise providing must-have content and services for the academic, professional, scientific, technical, medical, scholarly and consumer markets, has been utilizing the Journal Production Content Management System (JPCMS) to support Wiley’s entire journal production process. The system was designed and implemented by a developer team of Empolis, an Attensity Group company, in collaboration with technical and business representatives from Wiley. In February 2007, Wiley’s global Scientific, Technical, and Medical business merged with Blackwell Publishing to create Wiley’s Scientific, Technical, Medical, and Scholarly business, also known as Wiley-Blackwell, one of the world’s foremost academic and professional publishers and the largest society publisher. Since the merger, JPCMS has been expanded to integrate the production of the Blackwell titles. The publication of journals, many of which appear on tight monthly schedules, places special demands on a content management system, and Wiley- Blackwell and Empolis, An Attensity Group company, made great efforts to ensure that the system would meet all publication office needs.

Kluwer Netherlands is part of Wolters Kluwer, a leading global information services and publishing company serving professionals in legal, regulatory tax, financial, corporate, HRM, public and marketing sectors. Kluwer provides solution-oriented services to its customers offering more than 5,000 content-driven products and services: portals, online databases, e-publishing, CD-ROMs, software, magazines, books, newsletters, loose-leafs and educational and training services. Customers choose Kluwer for the innovative information solutions that enable them to increase their business productivity. Kluwer in turn was seeking to increase its business productivity by rebuilding its publishing infrastructure in 2000.

The objective of the “PuMa program” (Publishing Management Program) was to build a completely novel publishing infrastructure to support the redesigned and predominantly online oriented Kluwer portfolio. Kluwer envisioned a redesign of the entire content supply chain: from authors submitting content to delivering content within a short timeframe in various formats via the online platform. Kluwer was seeking a next-generation content management system that would unify product concepts, content structures and processes. Moreover, Kluwer sought a solid product architecture that could manage and deliver innovative products based on “content building blocks” – they chose the Attensity Content Management (ACM) application (formerly known as empolis:Content Lifecycle Suite), developed by Empolis, an Attensity Group company.

PuMa’s XML-based content management system automates all underlying processes and has significantly reduced the cost of content publishing while enabling Kluwer to up-date its online product portfolio virtually overnight: For example, Kluwer’s crown jewel is a law-based commentary product line – with the new CMS, legal changes announced today can now be published the next day. No longer are technology or publishing processes the bottleneck, but rather it now hinges on how rapidly Kluwer can apply its high-quality content proofing standards. In effect, repackaging content via different media can now be executed faster and better because the PuMA content management systems enables Kluwer to repurpose content building blocks present in the CMS. In short: with Attensity-powered PuMa, Kluwer is fully equipped to compete in a highly dynamic business area.

Note: the product names listed in this document might not have been the original names of the products when the companies first began use.

ATTENSITY

Attensity Group is the leading provider of business user applications that generate value from unstructured data. Its comprehensive family of solutions leverage semantic analytics to enable knowledge management professionals, business leaders, customer support personnel and customers to interpret and manage an organization’s unstructured data to get relevant and actionable answers — fast. Attensity Group’s award-winning software is in use by more than 250 of the Global 1000 and by large government agencies to deliver powerful insights, enhance operational efficiency, reduce risk exposure, and ensure soaring customer satisfaction. Attensity Group, with more than 500 installations worldwide, services customers from multiple offices in the U.S. and Europe. The company’s go-to-market entities are Attensity Corporation in the Americas and empolis GmbH in EMEA. Attensity Group’s corporate headquarters are in Palo Alto, Calif. More information is at www.attensitygroup.com.

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