



AnswerOn believes in “Excellence in Everything.” We partner with our customers to guarantee satisfaction. We have successfully provided value to all our customers specific to their company goals and initiatives.

We will tell you who is going to leave, why they are going to leave and what you need to do to save them.™

“ AnswerOn has been great partners in our business. They hit the ground running and have attacked the project with enthusiasm and a real desire to understand the intricacies of our company and industry. Through their diligence, they were able to provide very actionable data with an incredible ROI. - Todd Coughlin, West Corporation ”

## Business Profile

AnswerOn was founded in 2001 to solve some of the most challenging business problems facing the outsourcing and business services industry. AnswerOn is a systematic and scientific approach to call center agent retention and subscription-based customer retention. Combining machine learning and data analysis technology with our vast understanding and experience in the of the call center industry.

### Primary Line of Business

Prescriptive Analytics

### Solutions

- Proactive Call Center Agent Retention
- Proactive Subscriber Retention
- Customer Acquisition
- Parlé Virtual Focus Groups

### Target Markets

- Business Process Outsourcing call centers
- In-house call centers
- Subscription-Based Industries (Telco, Cable, ISP's, Security, etc.)

### Management Team

AnswerOn is managed by a seasoned management team with over 100 years of combined experience in the data analytics industry.

- *President and CEO:* Eric Johnson
- *Chief Operations Officer:* Don Kainer
- *Vice President, Sales:* Ross Mitchell
- *Chief Analytics Advisor:* Michael C. Mozer, Ph.D. - Psychology and Cognitive Science

## Sustainability of Results

Where the common result in the field of predictive analytics is a short-term churn reduction (4-6 months), AnswerOn surpasses the norm with clients who continue to see an impactful return on investment more than seven years after implementing AnswerOn's solutions.

### Customer Portal

AnswerOn's proprietary Customer Portal allows executives to see real-time reports and is 100% cloud-based. The Customer Portal is constantly being updated with new features based on client input. There is also an app customers can use to access the Customer Portal.

### Data Management:

No private information regarding our customers' data is provided to AnswerOn. AnswerOn provides a secure FTP site to each customer. This site is secure in that it is password protected. Only certain AnswerOn employees are authorized to access the FTP site and copy the data to the AnswerOn cloud-based servers. These cloud-based servers are also secure and password protected.

The AnswerOn Customer Portal is a secure website that is password protected and provides for levels of security such that our customers can decide which members of their organization have access to different levels of information.