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FOR IMMEDIATE RELEASE

Omega and Vovici Partner to Boost Revenue, Profits for Companies by Maximizing Customer Satisfaction & Loyalty

Marketing partnership blends Omega's Customer Experience Management (CEM) strategy with Vovici's market-leading business intelligence solutions

BILLERICA, Mass.; DULLES, Va.; July 29, 2009 – Two proven leaders in driving customer loyalty announced today that they have joined forces to help organizations increase revenue and profits by maximizing ongoing customer satisfaction and long-term loyalty. [Omega Management Group Corp.](#), specialists in developing and implementing Customer Experience Management (CEM) strategies; and [Vovici Corporation](#), the leading provider of [enterprise feedback management \(EFM\)](#) solutions and [survey software](#), are sharing marketing resources to help companies in a variety of industries to enhance their customer service excellence while leveraging advanced technology to gather and analyze customer data for better business decision making.

Under the agreement, the companies will cooperate on web-based marketing, visibility at industry events, and other programs to develop new sales opportunities and target each other's extensive customer bases for their respective products and services. Omega's CEM Playbook Strategy™ includes a proprietary 12-step process to help companies consistently exceed their customers' expectations. Vovici's EFM and survey software capabilities include market research and analysis, online communities and CRM integration that help organizations build customer loyalty.

"We already use Vovici's business intelligence technology as a key part of our CEM survey process, and clearly recognize it as best in class," said John Maraganis, founder, president and CEO of Omega. "Under this marketing agreement, we will integrate various aspects of Vovici's EFM solutions into our CEM strategy and services, and also involve Vovici as an exclusive partner in events such as our annual SCORE conference, our NorthFace ScoreBoard Award™ Audit Program, and other initiatives."

"Vovici's solutions are particularly important in today's difficult business climate, because they produce measurable bottom-line benefits by enabling organizations to take customer feedback and turn it into customer loyalty," said Roderick Morris, senior vice president of marketing and operations at Vovici. "Our partnership with Omega is an ideal blend of technology and worldwide best practices. We tap Omega's extensive CEM body of knowledge to better enable organizations to use our EFM solutions more effectively to develop an actual roadmap to customer service excellence."

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About Omega

Since 1984, the Omega Management Group Corp. has been a recognized expert in developing and implementing customer and employee experience management strategy (CEM) programs that lead to increased product and service revenue and profits. Services include customer and employee surveys, employee incentive programs, benchmark research and analysis, consulting, key account retention strategies, win-back strategies and marketing of customer satisfaction results to stakeholders and the marketplace. For more information, visit www.omegascoreboard.com.

About Vovici

Vovici is the pioneer of [Enterprise Feedback Management](#) (EFM), providing comprehensive survey systems, [panel management software](#) and online community solutions. Our survey tools enable organizations to centralize feedback data collection, build and manage proprietary panels, leverage corporate social networking, and utilize robust survey analytics and reporting. Our solutions increase customer loyalty, facilitate collaboration and innovation, influence critical business decisions and provide voice to online communities. Organizations worldwide, including more than half of the Fortune 500, rely on Vovici to gather feedback on customer satisfaction, perform market research and gauge employee satisfaction. Visit www.vovici.com for more information.

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