



Napersoft's CEO to Speak at Frost & Sullivan's Customer Contact West 2009
New Approaches to Leveraging Email for Improved Customer Interaction

Naperville, IL – September 2, 2009 – Napersoft, a leading provider of real-time Customer Communications Management software, today announced that Chief Executive Officer (CEO) Bart Carlson will be facilitating an industry discussion at the 5th Annual Customer Contact 2009, West, a Frost & Sullivan Executive MindXchange, being held at the Hyatt Regency Huntington Beach, Resort & Spa on Oct. 18-21, 2009 in Huntington Beach, California.

Frost & Sullivan's Executive MindXchange is the most comprehensive forum in customer contact excellence. "It's a rollercoaster ride of new ideas, strategy, and tactics for customer contact innovation, and contact center operational efficiency and effectiveness. It's the most dynamic and inspiring event out there, delivering some of the industry's best take-aways, nonstop networking, and invaluable new contacts..." according to Frost & Sullivan.

The interactive breakout session led by Mr. Carlson, New Approaches to Leveraging Email for Improved Customer Interaction, is being held Tues. Oct. 20, 2009, from 1:30 to 3:00 p.m. as part of the "Create, Communicate, and Connect" track. This interactive session will discuss how to improve customer interaction by leveraging email. Email is an inexpensive, effective, and consistent means of communication and is ideally suited to the instant gratification mindset of today's customers. Participants of this session will learn the tools and techniques required to use email to reach out to their customers while delivering a consistent, powerful and content-rich message.

Key take-aways from this session include:

- Best practices for email customer communication
- Identify and streamline business processes using email communication
- Tips on how to automate customer communications with consistent pre-qualified messaging
- A template for calculating the ROI of implementing an email channel

"It is a great honor for Napersoft to be recognized as an industry leader in Customer Communications Management," said Mr. Carlson, CEO of Napersoft. "I am pleased to have the opportunity to speak and share my expertise at Frost & Sullivan's Executive MindXchange. This prestigious conference provides excellent networking opportunities and invaluable information regarding processes and technologies to improve customer satisfaction, retention, loyalty and growth," Carlson added.

About Napersoft

Napersoft is the leading provider of real-time Customer Communications Management (CCM) software solutions. For more than 20 years, Napersoft has assisted customers of all sizes and across various industries to implement innovative real-time CCM solutions. With Napersoft CCM, customers achieve top line revenue growth via cross-sell and up-sell strategies, streamline

core business processes, improve customer satisfaction, optimize distribution channels, improve business agility and reduce costs.

For additional information please visit www.napersoft.com or contact:

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