

2009 North American Customer Service Leadership Award**Actsoft, Inc.**

Frost & Sullivan recognizes Tampa-based Actsoft, Inc. with the 2009 Award for "Customer Service Leadership in the North American Mobile Resource Management (MRM) Market." This award is premised on Actsoft's demonstrated excellence in caring for its customers -- new and old.

In our current economic environment, enterprise customers are looking for any way to reduce expense -- and often that means reevaluating their IT budgets. Premium mobile software applications can be an easy target, especially if the value proposition is not daily perceptible and the application is performing below expectations. Since many MRM applications are still relatively new to the marketplace they are often not entrenched enough to be considered "mission-critical." Worse, if there is not a palpable return on investment and support is not forthcoming, companies simply do not see tangible benefits associated with this emerging technology. Actsoft, a ten year veteran MRM application developer, recognizes the danger and has realigned its customer care effort to directly address it.

At a time when many U.S. corporations are downsizing, Actsoft has actually increased headcount in its Customer Care organization. Within the last six months, the company has aggressively grown its customer care department in order to provide responsive and knowledgeable service. The department has two missions: 1) Deploy new customer installations quickly and painlessly, and 2) Stay in regular contact with established customers in order to proactively identify and diffuse jeopardy situations.

Today's Actsoft customer service model has three major components:

- A Project Coordinator is immediately assigned to a new customer and is tasked with overseeing and streamlining the "on-boarding" process from Day One. This ensures continuity.
- An Implementation Specialist is also designated for the new customer and, in concert with the Project Coordinator, ensures that product installation and training is implemented in a timely, smooth, customized manner. Both the Implementation Team and the Project Coordinator stay in regular communication with the customer and handle all requirements until the

Actsoft solution is fully deployed and operational to the customer's satisfaction.

- The Actsoft Customer Care Team then remains in regular contact with the customer, proactively following up at the 30, 60, and 90 Day points to ensure that the Actsoft solution is functioning well and providing every benefit as promised. In its effort to ensure account retention, established customers are also approached and solicited for regular feedback. Recommendations from customers have enabled Actsoft to systematically evolve their software solutions with every new release.

A fourth component to the Actsoft customer service model is the Technical Support Team, a separate group that is available to assist the customer via phone, email, or chat. Each customer has unlimited access to Technical Support, providing the customer with someone who is instantly knowledgeable about their account, their deployment history, and their needs. These benefits are free for the life of the customer.

The results of this focused customer service effort are noteworthy:

- Actsoft averages 13 days to bring a new customer fully on-board -- meaning fully installed and fully trained. The industry standard ranges close to twice that number of days.
- Actsoft's customer churn rate has decreased by 18% from First Half 2008 to First Half 2009.
- On a scale of 1-5, Actsoft's average Customer Care rating is 4.58 and its Overall Customer Satisfaction rating is 4.36 – based on a customer satisfaction survey that took place during the 5/20/09 – 6/30/09 time period. Compared to ratings provided during the 11/1/08 – 12/30/08 time period, the Customer Care rating improved by .98 points and the Overall Customer Satisfaction rating improved by 1.23 points.

These statistics are proof that Actsoft's customer service approach demonstrates flexibility, responsiveness and a proactive sensitivity to their customers' needs.

Award Description

The Frost & Sullivan Award for Customer Service Leadership is bestowed upon the company that has demonstrated excellence in customer service leadership within its industry. The recipient company has shown tremendous responsiveness to customer

needs and has continually focused on long and short-term customer profitability goals. In addition, the recipient company demonstrated flexibility in tailoring its product offerings to suit customer businesses.

Research Methodology

To choose the recipient of this Award, the analyst team tracks industry participants and monitors their customer service methods on an ongoing basis. The Award recipient is selected based upon extensive research collected from key market participants, secondary and technology sources, and customer interviews. Collected data is then cross tabulated to identify the number one ranking company.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking of industry competitors. The recipient of this Award has excelled based on the following criteria:

- Providing value-added technology and services
- Responsiveness to customer needs
- Time to market
- Monitoring and addressing customer feedback

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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