

AT A GLANCE ...

Headquartered in Atlanta, Proficient Systems, Inc. is helping industry-leading companies better monetize their Web presence by converting visitors into buyers. The Proficient solution utilizes sophisticated data mining algorithms to track and analyze the behavior of Web site visitors in real time, and then intelligently approaches visitors with the appropriate sales or service professional based on the company's specific business objectives. Proficient's real-time data mining engine determines the most valuable customers and engages them with chat and collaboration technologies.
www.proficient.com.

Real-time Customer Service Optimization Proficient Raises The Bar For Online Customer Experience

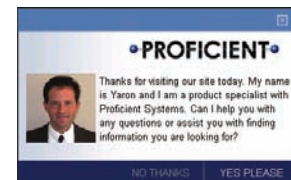
Did you ever notice that when you walk into a nice store, the sales people usually don't immediately rush up and ask if they can help you. Rather, they let you browse a while, noting your movement and body language, and decide when best to approach and ask, "Can I help you find anything?" that's good service. Now a new real-time web technology allows E-Loan, Huntington National Bank, Car Max, Geico, Allstate, and E*TRADE to provide that same high level of service to their online customers.

Proficient monitors online customers, noting the pages they visit, the sequence of pages visited, and how long they spend at each page. If a customer doesn't appear to need help then they are not bothered. But if a customer is acting in a way that's similar to others who wanted help, then Proficient automatically detects this behavior, notifies a seller's online customer service agents, and allows the agents to offer an online chat session to the customer.

By only approaching the customers who are most likely to appreciate service, businesses both make the best use of their limited service agent resources and don't bother customers who don't require assistance.

How it works

1. A prospective customer visits a seller's web site
2. Optionally the customer logs in and is authenticated
3. The customer's historical data and preferences are retrieved
4. A dynamic web page is returned to the customer
5. The customer's historical data, preferences, and web pages visited are sent to Proficient's service center
6. Every six seconds Proficient ranks all the customers who are currently online, based on their likelihood to respond favorably to an online chat session, and sends this data to the seller's service agents
7. Sales or service agents select a customer and offer them assistance via online chat
8. The Proficient server facilitates the chat session between the customer and a service agent
9. When a chat session is declined or completed, the Proficient server and service agents update the customer contact database



The Proficient server also provides Intelliproach® which functions as an auto-dialer, automatically connecting free service agents with high priority customers. The customers are in a chat session ready for the service agent.

Enabling technology

KXEN Analytic Framework is a key technology for Proficient's real-time optimization of online customer service. Using KXEN, Proficient automatically builds a statistical model to predict the likelihood that customers will respond favorably to live assistance in the form of an online chat session. To construct the model, KXEN encodes click-stream data, automatically handling nominal and date/time variables, and delivers a model with the optimal tradeoff between accuracy in predicting the behavior of recent visitors and generality for predicting the behavior of new visitors. Proficient's Intelliproach®, analogous to an auto dialer, automates the process of offering assistance and establishing a chat session. The service agent is provided with a queue of established chat sessions to service, dramatically increases the effectiveness of inside sales agents. A dashboard provides the agent with a real-time display of the Intelliproach® activity. The dashboard displays the state of each automated approach including information about the customer and his score.

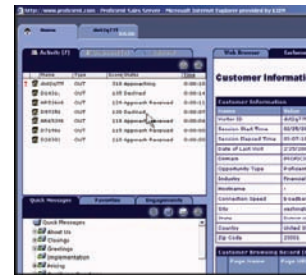
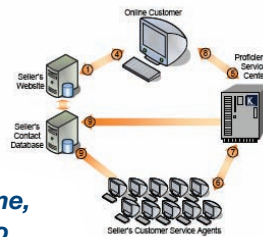
Business Results

Proficient is focused on finding the most profitable segment of potential customers on a website at any given time.

Proficient has raised acceptance rates for offers of assistance by more than 75% over using a simple time-based model to approaching online customers.

"KXEN has helped us achieve a level of automation that is unparalleled in the industry" said Ed Soniat, Senior Engineer at Proficient. "KXEN proved to be a great partner, providing us with the support we needed to implement this solution fast and painlessly."

As a result, Proficient has created an industry-leading, successful approach to drive new customer acquisition, lead generation and, last but not least, improve online customer experience.



Proficient's technology enables us, in real time, to identify high potential value prospects who are using our online sales site, and proactively approach them at the ideal juncture to entice them to close the sale. Chat sessions are closing business in half the time, and with higher production percentage, than phone calls.

Chief Architect of Internet Systems
One of the Nation's Largest Direct Auto Insurers

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Ed Soniat,
Senior Engineer Proficient Inc.

About KXEN

KXEN provides next generation business analytics software to drive better corporate decisions. KXEN's unmatched speed, ease of use and scalability enable leading companies around the world to expand the use of predictive analytics and enhance corporate performance. Based on breakthrough mathematical theory, KXEN's products offer reliable predictions and deep insight for achieving critical business

goals. The company partners with leading systems integrators and software vendors to integrate advanced analytics into enterprise applications and business processes.

Founded in 1998, KXEN is headquartered in San Francisco, California, with offices in the USA, UK, and France, and distributors throughout the world.

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