



Get your online retail business ready for the holidays with Kampyle Feedback Analytics

Heels.com, FloraQueen.com and many other Kampyle e-commerce customers, now use Feedback Analytics to get their website ready for the approaching winter holidays. Is your website ready? Kampyle helps you to find and correct your weaknesses, then win back your customers - just in time for the holiday season

Ramat-Gan, Israel, November 17, 2008 - With the holiday season in site, e-commerce retailers are beginning to prepare for the most important sales period of the year. These are times when more than ever, every sale counts and every customer matters. Constantly improving and listening to one's customers are key to maintain a loyal customer base, and to increase sales. Kampyle, the leading Feedback Analytics vendor helps e-commerce retailers achieve these goals, offering "Kampyle for Websites" - a brand new approach to holiday readiness. A solution based on user generated feedback, Kampyle is a fast and efficient way for retailers to get ready for winter holidays.

"Why are users leaving shopping carts?", "What can I do to increase conversion rates, as well as customer satisfaction and loyalty?". These questions are now of special interest to internet retailers, who understand the importance of being fully prepared for the holiday season. In the world of online retail, there is no such thing as "ready enough" for this time of the year: product search, product placement, and usability - these are issues with constant room for improvement that translates to revenue. Having no direct contact with the customer makes it difficult to find ones' most pressing weaknesses. Kampyle offers a solution for retailers who are looking to get their business prepared to operate at full capacity in time for the all important winter holiday season.

Kampyle helps online businesses collect and manage feedback from their users, in a way that allows them to learn their user's needs, improve their service, and increase customer satisfaction and loyalty, even in cases of large amounts of data. A unique combination of a Voice of Customer application's high level view, along with CRM capabilities that help to correct and improve one's service and get back to customers, Kampyle's service has gained considerable ground in the field of Feedback Analytics, and is now serving over 4,500 customers. "Kampyle.com feedback application is a must have for any online business that cares about its

customers. The feedback you learn is invaluable in your quest to create the best user experience" says Eric McCoy, Founder and CEO of Heels.com, and one of Kampyle's many satisfied customers.

Kampyle's impact is usually felt immediately. Website owners, who want to experience a substantial improvement in the shortest possible time, find it highly useful, as did Alex Dantart of FloraQueen.com:"The users should always have the final word! And we need to listen to their opinions and suggestions. Even though we have a customer service system for our clients, Kampyle provided an easy way for our clients to give feedback on the launch of our new web site, and express their needs quickly". A fully hosted solution, Kampyle can be implemented in minutes. Copying a short code to the website will have Kampyle up and running, so there are no implementation costs, and no need for technical skills.

"Kampyle's ability to quickly help improve websites while increasing customer loyalty and satisfaction at the same time is what makes it the perfect holiday readiness tool." says Kampyle VP Business Development and Co-Founder, Eran Savir. "Kampyle is an easy 'plug and play' service that can be up and running on any e-commerce site within minutes. Our customers gain instant access to their user's thoughts, improve, and then win them back. They feel the results within days."

Find out more about the Kampyle Online Feedback Analytics Platform on the company's website www.kampyle.com

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

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