

FOR IMMEDIATE RELEASE

Customer satisfaction is up 17% for Kampyle's Website Feedback Analytics customers in its first year.

Ramat-Gan, Israel, March 30th, 2009, Kampyle, the web's leading Feedback Analytics vendor, today marks the first anniversary since the launch of its flagship product, Website Feedback Analytics Service. With last year's launch of Website Feedback Analytics, Kampyle had pioneered the brand new and promising field of Feedback Analytics, putting online users' feedback in the spotlight. Only one year after the launch, thousands of websites are using feedback analytics as a way to improve customer satisfaction, and increase conversion and ROI. And these aren't just slogans – Kampyle feedback reports show that overall user satisfaction from websites using Kampyle has increased by 17% during the last year.

Growing at an impressive monthly rate of 30%, to date, Kampyle has served over 5 million feedback forms, and managed to collect and analyze feedback submitted by users in 191 countries. Website owners from over 100 countries are using Kampyle's feedback form in 18 languages. Kampyle's more than 10,000 customers have used this user generated feedback data to improve their websites. These improvements are reflected in the feedback received, as a dramatic decrease in reported bugs (over 27%) and a sharp increase in positive feedback (30%) is noticed.

But the numbers only tell part of the story. Initially Kampyle faced the necessity to educate the industry about the importance and benefits of Feedback Analytics. The premise was clear: if you want to know why your users are leaving your site, why they are not finalizing purchases, why they are leaving shopping carts - simply ask them. Perhaps Kampyle's greatest success was conveying this message to online businesses all over the web: "(We)...have been seeing some amazing results! Receiving instant customer feedback regarding specific areas of our site is priceless and has vastly increased our customer satisfaction" is what the folks at Biotivia.com had to say: "This product alone has allowed us to roll out a new version of our online store in record time and iron out any bugs easily and quickly! If you are a business owner, you NEED this service."

Although its clients already regard Kampyle as a "must-have" service, Kampyle says the new features will include feedback analytics services and functionalities that online businesses will come to regard as a cornerstone of communication with clients. "Kampyle is offering website owners a service that helps them make the most out of their website" says Ariel Finkelstein, founder and CEO at Kampyle: "Everything we've learned over the past year has served us to create a service that improves customer satisfaction, conversion rates and ROI in websites of all sizes. We're thrilled that our customers are seeing the results they expect, and happily, so are we".

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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