

## **VERACENTRA ALIGNS WITH ABERDEEN RESEARCH STUDY QUANTIFYING THE VALUE OF A 360° VIEW OF THE CUSTOMER**

*Research Reveals How Top Performing Companies Increase Net Client Value  
Even In A Tough Economy*

**Napa, CA—April 20, 2010—** VeraCentra, Inc., an innovative leader of on-demand marketing software and services, today announced the availability of a new research study from Aberdeen Group, a Harte-Hanks Company (NYSE:HHS). According to this new research study, [Providing a 360° View of the Customer - Better Service - Higher Sales](#), customers benefit from better service and efficiency, and sellers derive improved loyalty and, inevitably, more repeat business from established customers. The study, co-sponsored by VeraCentra, captured data from over 400 companies.

Even in a tough economy, top performers achieved a 91% customer retention rate and increased net client value by 6%, while the vast majority of companies saw a decline in customer spend. These high performing companies doubled the efficiency in searching for customer data and achieved significantly higher satisfaction ratings from customers.

Access to data and two-way communication forms the basis of the strategic actions being taken in the pursuit of a true 360° view of the customer. “While top performers differentiate themselves by concentrating on a dialogue with the customer, those who have not yet achieved leading status still struggle to integrate multiple sources of data into a single view,” says Cindy Jutras, vice president and research fellow, Aberdeen Group.

“Any attempt to integrate multiple sources of data will be impacted by the underlying technology infrastructure. Legacy systems and outdated architectures limit the ability to create a consolidated view that is easily navigated. Ideally customer-facing employees should have access to summary data with the ability to drill down to successive levels of detail,” adds Peter Ostrow, research director, sales effectiveness, Aberdeen Group, the report’s co-author.

“We were delighted to have an opportunity to support this research study with Aberdeen. The results of the study underscore the critical importance of data integration in building a 360° view of the customer and creating a more customer centric marketing organization,” said Connie Hill, President and Founder, VeraCentra. “These findings cement our position that marketers can achieve increased returns when they invest in the ability to generate customer centric communications. Making the shift from product-focused marketing to customer-focused marketing is a journey that begins with understanding customers. VeraCentra helps marketers take that first step by aggregating customer data and presenting it in a way that provides the marketer with a 360° view of the customer.”

A complimentary copy of this report is made available due in part by additional underwriters: FrontRange Solutions and SAP. To obtain a complimentary copy of the report, visit: [Providing a 360° View of the Customer: Better Service - Higher Sales](#).

### **About Aberdeen Group, a Harte-Hanks Company**

Aberdeen provides fact-based research and market intelligence that delivers demonstrable results. Having queried more than 30,000 companies in the past two years, Aberdeen is positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the “customer optimization” process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit [Aberdeen](#) or call (617) 854-5200, or to learn more about [Harte-Hanks](#), call (800) 456-9748.

### **About VeraCentra**

Offering the first on demand business intelligence solution designed specifically for marketers, VeraCentra helps marketers succeed in an increasingly competitive marketplace by providing marketing intelligence software and automated multi-channel communication systems. VeraCentra enables marketers to harness vital marketing data for fast analysis that fuels smart decisions. VeraCentra also helps marketers easily execute relevant communications that increase customer engagement levels and drives profitable customer relationships. VeraCentra’s subscription based software provides affordability and low risk entry into sophisticated marketing systems.

VeraCentra literally translates to ‘true center,’ mirroring the firm’s goal to help marketers uncover the truth about the needs and behaviors of their customers, and formulate, execute and measure new customer centric marketing strategies based on deep customer knowledge. Successfully delivering cross channel marketing services since 1988, VeraCentra is trusted by national brand leaders including Costco Wholesale, Intuit Software and Johnson and Johnson. For more information please visit [www.veracentra.com](http://www.veracentra.com) or call (707) 224-6161.

###

Media Contact:

Alana Suko

VeraCentra, Inc.

(781) 258-5803

[alanasuko@comcast.net](mailto:alanasuko@comcast.net)