

## Product Brief

# **Aptex Software - SelectResponse™ Family of Products**

## ***E-Mail, Web, Chat and Call Center Editions***

For organizations committed to the optimization of high-volume on-line support efforts, Aptex Software presents the SelectResponse™ Family of products – a suite of artificial intelligence support solutions. Designed to proactively respond to customer inquiries, SelectResponse answers e-mails, instantly responds to web based inquiries, automatically replies to chat room requests and helps call center staff members quickly find the information they need.

SelectResponse brings an exciting new level of support to the on-line world. Just like a fully staffed support team, SelectResponse determines clients needs and offers appropriate support immediately. Ideal for customer service organizations, technical support groups, marketing departments, sales teams and investor relations departments, SelectResponse is able to read and interpret inquiries, investigate multiple sources of information in real-time and accurately respond to each clients unique needs. Whether you utilize e-mail support, web based forms, call centers or live chat forums, SelectResponse will increase your responsiveness and productivity while reducing the need for valuable labor resources. The net result of a SelectResponse implementation is increased consumer satisfaction and decreased expenditures.

Unique family benefits:

- Increases customer satisfaction and confidence
- Boosts your bottom line by reducing labor costs
- Quickly and accurately responds to high-volume inquiries
- Increases productivity of support staff through enhanced decision making process
- Personalizes the on-line support experience by responding to each clients unique needs
- Turns on-line inquiries into sales opportunities
- Reduces unnecessary support escalation



## Automating Support Efforts - Intelligent Virtual Support Teams

Your most important assets are your clients. Supporting their ever-growing demands is perhaps the greatest indicator of their satisfaction. The quicker and more accurately you fulfill your customer's needs, the greater likelihood you will find success. The goal of any customer support based organizations is to speed the delivery of necessary information while minimizing costs. In today's fast-paced world of instant gratification, such an endeavor becomes increasingly difficult. Answering thousands of e-mails a day and processing hundreds of support calls per hour creates costly and unmanageable situations. Your support team must be able to quickly identify customers needs and provide the right solution – regardless of the volume.

Able to handle more than a million inquires per day, the SelectResponse family of products brings the skills of a large support team to your organization, without the costly overhead. Acting as a Virtual Support Team, SelectResponse automatically processes support requests and quickly matches solutions to problems – all in the blink of an eye. By simplifying the support process and quickly meeting the needs of your customers, SelectResponse increases customer confidence and ultimately makes your business more profitable.

Benefits of automated support include:

### Reduced Support Costs

Hiring more support staff to offset the e-mail deluge is so costly that many on-line organizations have eliminated the ability for customers to send support e-mails – reducing customer satisfaction in the process. SelectResponse is a revolutionary new solution that intelligently and automatically analyzes, interprets and acts on inquiries without human intervention. Imagine a virtual work force that operates 24 hours a day, addressing the needs of your customers. With SelectResponse, most customer inquiries are addressed in a prompt and professional manner without ever reaching the desk of a human support representative. Specialized inquiries are analyzed and forwarded to the desk of a support specialist within your organization. SelectResponse reduces your need for additional support staff enabling you to sit back and leave the grueling work to your Virtual Support Team.



Ideal for high-volume sites, SelectResponse can automatically respond more than a million inquiries daily

### Quicker Customer Response Rates

SelectResponse can process significantly more information than humans and can do so thousands of times faster than any individual. On the fly inquiry processing allows SelectResponse to be used in a broad array of applications including live chat rooms, on-line knowledge base searching, call center support and electronic mail. Designed to handle the most rigorous loads with utmost simplicity, SelectResponse is able to perform the same functions as a full staff of customer support representatives – read, respond, route, record and report. Instantly responding to customer inquiries not only increases customer satisfaction, it also provides your organization an important competitive advantage – responsiveness.

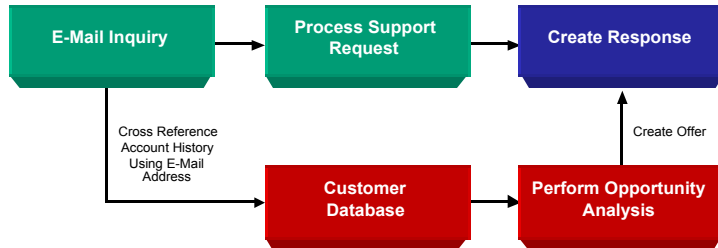
### Better Use of Labor

By reducing the repetitive tasks performed by skilled support staff, SelectResponse provides your employees more time to address high-level tasks and challenging customer support issues, boosting productivity and increasing customer satisfaction.

## Turning Your Support Center into a Profit Center

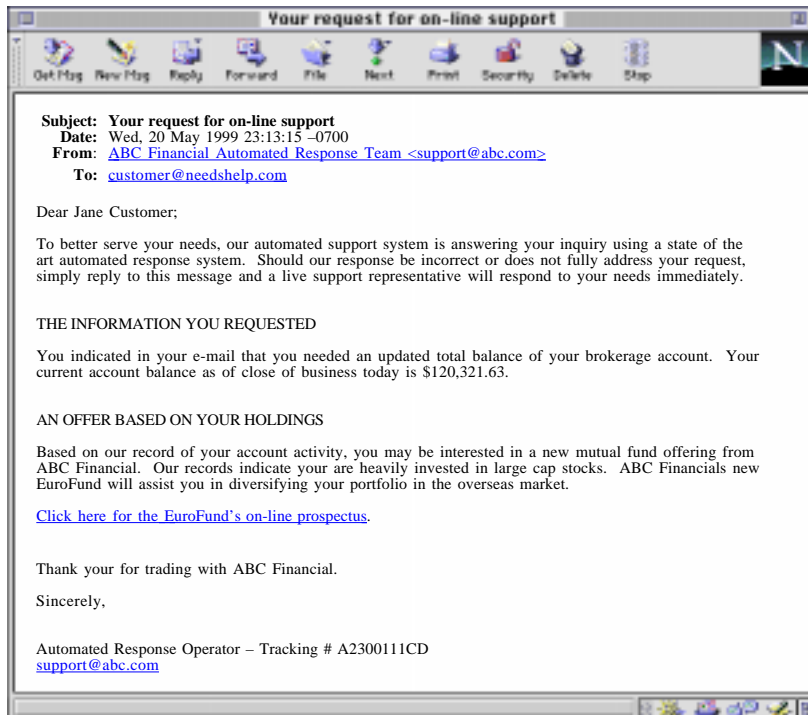
SelectResponse introduces an exciting new added-value approach to support. In addition to offsetting support expenses and reducing unnecessary escalation, SelectResponse can be tuned to convert your support center into a profitable business unit. By combining sales opportunities with support requirements, your organization can quickly and easily reduce the costs associated with customer support.

Using an advanced sales engine, SelectResponse can cross-reference users with their account history, perform a prompt opportunity-analysis and recommend a product or service tailored to each client. For example, a financial institution receiving a portfolio inquiry (see sample below) can use SelectResponse to answer the request and offer information about an upcoming service. By cross-referencing the client's e-mail address with their corporate database, the financial institution is able to perform an analysis of the client's account history. Using simple rules you design, the response e-mail can include a specially targeted sales message.



Using an advanced sales engine, SelectResponse can turn support inquiries into sales opportunities

Using the “would you like fry’s with your service” sales approach allows your support team to offer a non-threatening suggestion that can have a significant impact on your profitability. Combined with the automated nature of SelectResponse, your Virtual Support Team can “virtually sell” products without any overhead costs.



SelectResponse can quickly analyze a customers likely inter in special promotions and sales opportunities

## Increasing Satisfaction – Responsive Solutions to Customer Problems

Customers in need of support are always grateful for responsive treatment. SelectResponse brings a new level of responsiveness to the world of customer support – both on-line and at the call center. Acting as a virtual support team, SelectResponse speeds the delivery of accurate solutions by quickly matching problems to solutions with little or no human involvement. Your customers do not need to wait a week for a support representative to answer their e-mail or on-line support request. No longer do customers need to feel like a hot potato being passed from one call center representative to the next. SelectResponse enables your support department to deal with customers the right way, the very first time. The net result of a SelectResponse implementation is better customer support, which translates into repeat business.



SelectResponse is highly responsive, quickly matching problems to solutions

Unique support related benefits for your customers include:

- Intelligently answers customer inquiries and provides sources for additional help
- Decreases support escalation by accurately responding to your customers the first attempt
- Satisfies your customers need for immediate service, around the clock
- Identifies “VIP” customers for special treatment
- Automatically routes complex issues to subject matter experts, increasing response time
- Enables call center representatives to quickly access a broad range of information to better address your customers needs
- Can cross-reference manuals, frequently asked question (FAQ) documents, technical notes, knowledge databases and any other electronic source, to expand the reach of support responses
- Ranks information by relevance, quickly connecting web based support requests to a solution
- Analyzes many forms of electronic customer interaction, including e-mail web forms, chat rooms and newsgroup postings



SelectResponse can forward inquiries to content experts, reply with prewritten documentation and post to your company web site

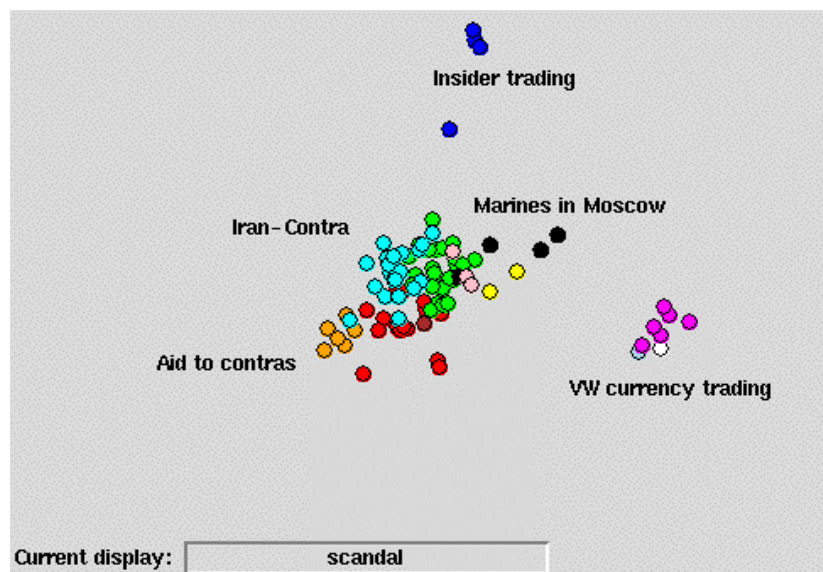
## The Science Behind SelectResponse - Context Vector Technology™

Aptex's context vector technology is a revolutionary breakthrough in the way relationships are discovered with sequences of symbols. Developed under government contract, Aptex designed the world's most advanced context sensitive information retrieval system. Able to learn quickly from examples, context vector technology can analyze text of any language, groups of text, numbers, symbols and observed behavior. Converting data to geometrical algorithms, context vector technology assigns each item in its universe a direction based on its contextual usage. Items that are similar point in similar directions and allow assumptions to be made about their relationships. Using an adaptive neural networking algorithm, Context Vector Technology is able to make behavioral predictions. More accurate than other methodologies, context vector technology has set the standard for information relationship discovery.

For example, conventional text retrieval systems may have a dictionary that says that the words "volcano," "eruptions," and "lava" are related. Context vector technology discovers not-so-obvious relationships such as "volcano" and "earthquake." Context vector analysis finds relationships that occur naturally but would be nearly impossible to determine using other technologies.

Benefits include:

- Fully computerized analysis does not require human knowledge, reducing the likelihood of human-error
- Relationships are learned from training examples -- no dictionary, thesaurus, knowledge base or conceptual hierarchy is needed, allowing immediate implementation
- Discovers unknown relationships, making it more powerful than conventional methods
- Natural language queries return high quality results without the need for complex coding procedures
- Works in real-time, changing and responding to the flux of human nature
- Learns based on observed behavior, making its results highly precise and accurate

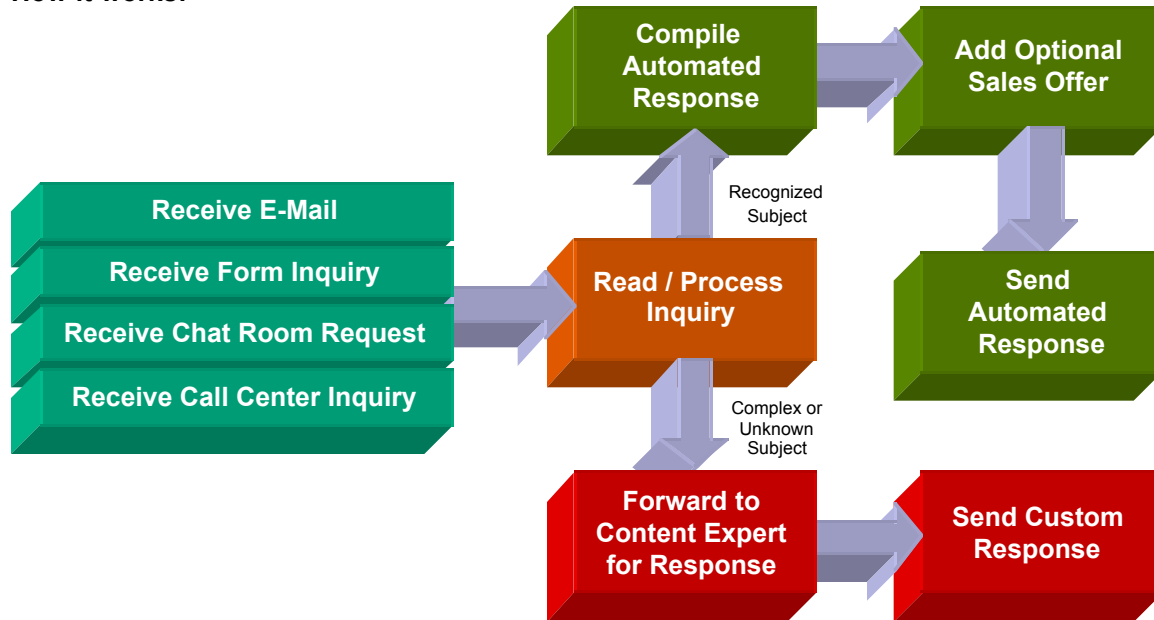


Clustering example shows concepts that are similar grouping together

## Context Vector Technology Applied to Customer Support

SelectResponse handles customer support inquiries much like a fully staffed team of experts. Matching the right solution to the right inquiry provides you the power to save on costly labor expenses and speed customer support. Using the worlds most intelligent, accurate and competent content analysis system, SelectResponse will give your customers responsive attention unknown in the world of customer support.

### How it works:



### Example

Our fictitious character Bill sent an e-mail to his on-line banker requesting his account balance. The bank's SelectResponse enabled customer support system received Bill's request and recognized that he forgot to provide his account number. SelectResponse read Bill's message and determined he was interested in account balance and activity information. Additionally, SelectResponse cross-referenced Bill's e-mail address with the bank's customer database to determine his account number. Based on a predefined template for balance inquiries, SelectResponse compiled a response including Bill's account balance and previous activity on the account. The response e-mail also contained information about the bank's new Internet-banking service. The bank exceeded Bill's expectations when he received their automated response less than a minute after he sent the inquiry.

If Bill had called the bank and requested his balance, it would have cost the bank \$3 for the call. The average bank support representative answers between 40 and 200 calls per day. With SelectResponse, the bank was able to save over a million dollars a year in human labor related support expenses.

### The Power of SelectResponse

By automating the support procedure, SelectResponse shields customer support representatives from common questions, enabling them to deal with more complex inquiries. In addition, SelectResponse's highly responsive nature leads to higher levels of customer satisfaction. The direct result of a SelectResponse implementation is increased profitability and effectiveness of your on-line support organization and increased customer loyalty.

## The SelectResponse Family of Products

Designed to assist all types of support organizations, the SelectResponse family of products covers a broad range of support options ranging from e-mail to call centers. Picking the right product or mix of products can significantly increase your customer satisfaction and your profitability.

### E-Mail Edition

SelectResponse E-Mail Edition brings the power of automation to the most popular form of on-line communication. E-mail support provides a number of benefits including a permanent record of the inquiry, a detailed account of the support issue and the ability to respond with a great deal of depth. The disadvantage to e-mail inquiries is their unstructured nature. SelectResponse E-Mail Edition can quickly read, understand and respond to the primary goal of an unstructured inquiry quickly and accurately. E-Mail Edition can also embed detailed information and links to additional web based support. For organizations dealing with high-volume, repetitive inquiries, SelectResponse E-Mail Edition can significantly reduce labor efforts.

### Web Edition

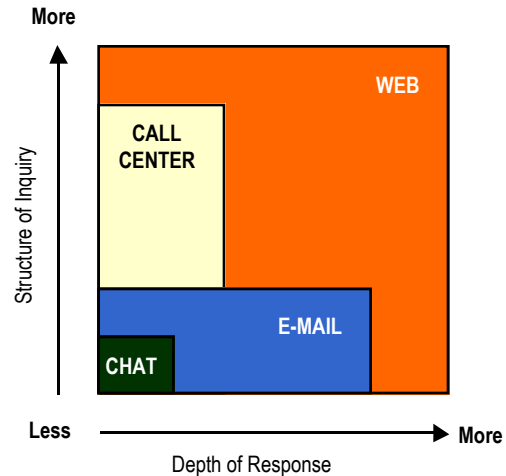
SelectResponse Web Edition brings all of the advantages of E-Mail Edition to web based forms. In addition to a detailed inquiry record and in-depth responses, Web Edition has the most control over the structure of the inquiry and the depth of the response. Using interactive forms allows customers to be guided through the support process. Coupling structured questions with unstructured problem descriptions enables Web Edition to better match solutions to problems. Web Edition brings the highest possible levels of support to on-line customers by combining immediate response with multi-media support documents. Web Edition can be combined with E-Mail Edition to provide an even more powerful support solution.

### Chat Edition

An emerging support mechanism is the chat room. The virtual equivalent of an information booth, chat rooms allow customers to interact in real time with support representatives via the Internet. SelectResponse Chat Edition monitors chat room conversations and automatically responds to common questions, freeing human support representatives to address more complex issues. Chat Edition is ideal for unstructured questions that often lead to short responses.

### Call Center Edition

SelectResponse Call Center Edition is an excellent support tool for your existing call center. Call Center Edition allows a broad array of information to be quickly accessed and ranked by relevance. Using state of the art neural network technology, Call Center Edition learns technical jargon and matches misspellings to concepts with the highest degree of accuracy. Using natural language queries, support representatives can quickly and accurately address customer support problems in a professional manner.



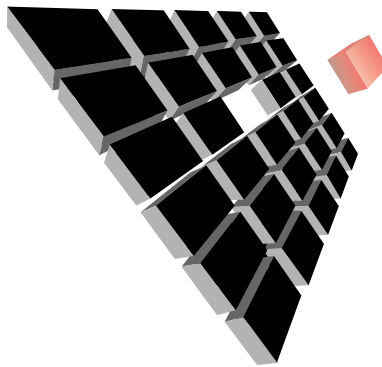
Different communication mediums offer a unique mix between the structure of an inquiry request and the depth of a response

## Aptex Service and Support

The primary objective of Aptex's service program is to deliver the highest levels of customer satisfaction by keeping business critical information on-line. Aptex software includes a 90-day software warranty and one-year of unlimited telephone access to a team of professional support engineers. In addition, special services include installation support, annual maintenance contracts, consulting and specialized on-site training. Customer satisfaction is Aptex's most important goal and we understand that providing excellent service is the key to building strong relationships and customer loyalty.

## About Aptex

Aptex Software is headquartered in San Diego, California and is a subsidiary of HNC Software, the leading provider of predictive software solutions. Aptex develops intelligent software solutions that increase profits and improve customer satisfaction by enhancing and automating on-line customer interactions. Aptex markets include customer-focused enterprises such as electronic-commerce, high technology, financial services and retail. Aptex's patented technologies deliver long-term, demonstrated returns on investment in high-volume, mission-critical environments. Aptex personalization products transform online content into personalized knowledge, recommendations and experiences, with an emphasis on real-time applications. For more information about Aptex and our products, please see our web site at <http://www.aptex.com> or call (888) 632-0554 or (619) 623-0554.



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