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MarketNet increases customer inquiry tracking for a client by 245%

SPRING LAKE, Mich. — October, 2004 — MarketNet Services, LLC has implemented a new system that efficiently and accurately records, tracks and responds to customer inquiries for a client in the office furniture industry. Potential and current customers can reach this client through numerous touch points which can make reporting and accurate follow-up a challenge. From Web contact forms, to catalog requests, to support phone calls, the MarketNet TouchPoint Recorder System gathers all contact data into one receptacle. This system also prompts immediate and automatic follow-up messaging to an inquirer before it is distributed to the appropriate department or sales entity.

The MarketNet TouchPoint Recorder System greatly increases the efficiency of inquiry-gathering efforts for this client. It also gives them control over the initial communication to the inquirer which helps protect their brand integrity. The system records all activities taken, either automatically or manually, and saves them with the inquirer's contact information. This helps the client's sales channel understand what has already been communicated to the customer or prospect, saving them time and effort when they follow-up.

"Understanding which touch points and advertising sources produced the best sales leads is a universal goal for marketing departments" said J.T. McDonald, president, MarketNet Services, LLC. "This system not only helps increase customer service satisfaction levels, but also tracks return on investment by touch point and follow-up activities performed. Our clients are able to structure future marketing efforts and sales initiatives based on closed-loop reporting from initial customer contact through sale."

About MarketNet

Since 1996, MarketNet has been helping clients find, know and nurture their most valuable asset – customers. Through custom-designed and internally developed technology solutions, MarketNet helps clients generate inquiries, identify qualified prospects, and reliably deliver leads for sales conversion. Clients like The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., SPX Corporation and others have partnered with MarketNet to leverage their advertising investments, yielding more leads and converted sales per dollar spent.

For more information, please visit MarketNet at www.marketnetservices.com.

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