

Improve the ROI potential from your Customer relationships.
Request your 'Portal ROI Assessment' today!



Dear [TBD],

As we've proven in a wide range of companies, your investment in technology for serving customers could be yielding far higher returns. And you can find out how much higher with a 'Portal ROI Assessment' from Xcelerate. We'll show you how a Customer Portal focused on user-centric interaction can boost ROI from your customer relationships – and how such portals are working for our clients including Motorola, Alamo and Relizon.

Providing a half-day of consulting valued at over \$1500, the Assessment quantifies the returns you can expect from a customer-facing portal and is at no charge for qualified companies. To find out more, please **click here**. Or call 1-800-700-5943.

As many Fortune 2000 companies have discovered, the Xcelerate "Portal ROI Assessment" provides an excellent – and truly unique – indicator of how a customer-centric portal can increase returns from your customer relationships.

Why? Because Xcelerate has the only methodology for delivering ROI from your Customer Portal that is based on a customer-centric model —blending in your business culture and technology architecture with your respective goals and objectives. We capture the 'Voice of your Customer', integrate it with your Customer Segmentation Model, then prioritize and personalize the top Customer Interaction Scenarios in conjunction with your business, marketing, service, support and technology strategies.

The result: A Customer Portal that delivers the desired Customer Experience and enables your business to increase the 'Return on Customer Relationship'.

Your Assessment includes facilitated discussion to help you identify how to:

- Reduce the cost of customer acquisition and customer service.
- Cut operations costs with workflow and productivity improvements.
- Increase revenue with personalization, up-selling and cross-selling techniques.
- Improve customer loyalty and lower customer attrition.

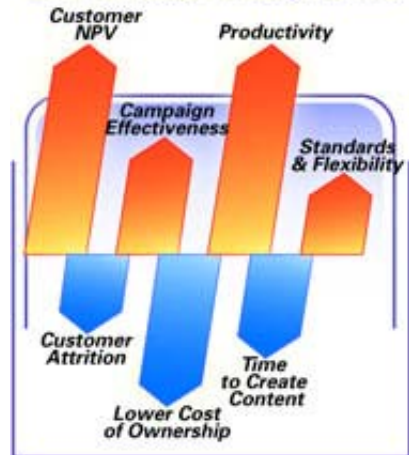
In addition, the Assessment will help you create a plan for transforming your current customer interface into a customer-centric portal – a move recommended by leading analyst firms.

Plus, you'll receive our recommendations in the form of a tailored presentation!

Your tailored presentation includes:

- A Customer-Usability Report Card appraising your current customer interface.

Driving Value and ROI with Customer-Facing Portals.



Our proven methodology creates an environment that can greatly increase the profitability of your customer relationships. Hear how Customer-facing Portals are working for clients, including Relizon, Motorola and Alamo. [Click here](#) or call 1-800-700-5943 to request your 'Portal ROI Assessment' from Xcelerate (at no charge for qualified companies)

Customer-Facing Portals

The Relizon Success Story

CHALLENGE

Relizon, a leading outsourcer of corporate document services, required a new technology infrastructure due to spin-off from Reynolds & Reynolds.

SOLUTION

Customer-Facing Portal: Personalized Storefront with Campaign Management, leveraging BEA WebLogic Portal software

Middle tier: Catalogs, order management, pricing, invoicing, billing, document management.

Back-end integration platform: BEA WebLogic Integrator ties 3-5 internal systems and external partner systems together.

- An Assessment of ROI potential your business can expect from a Customer Portal solution along with:
 - The estimated costs to achieve maximum ROI.
 - **Xcelerate's** approach for achieving ROI via a customer-centric design.
 - An overview of the key portal-related technology components (including application infrastructure, personalization, content management and EAI/web services).
 - A phased implementation approach that will drive rapid results.

BENEFITS

20% reduction in operational costs.

Decreased customer acquisition costs by 50-75%

Increased customer acquisition via new functions and flexibility.

[For the whole story, click here.](#)

Xcelerate: Dedicated to aligning your customers' viewpoints with your business, IT, and marketing priorities -- to increase ROI potential.

Partnered with leaders including Intel™, BEA Systems™ and Interwoven™, **Xcelerate** is the industry's leading integrator of component-based, Customer-centric technology solutions. So whether or not you choose to use our services, the 'Portal ROI Assessment' guarantees you a valuable blueprint for increasing the profitability of customer relationships and decreasing customer churn.

Why wait? [Click here to request your Portal ROI Assessment](#), or call 1-800-700-5943. Also feel free to e-mail us at DrivingROI@xcelerate.com with any questions or comments you have about our offer of a complementary assessment. At no charge or obligation to qualified companies, it will change the way your business views the value of customer interactions – for the better.

Sincerely,

[SIGNATURE ART TO COME}

Robert L Efferth, V.P., Customer-centric Technology Solutions

Xcelerate Partners Include



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