

Empathica Webinar Will Detail How to Use Customer Feedback to Drive Revenue

The complimentary October 14 online session will feature insight from the CEO of zpizza and how the franchise has thrived with a customer experience management program.

Toronto, Ontario, Canada -- October __, 2009 -- [Empathica Inc.](#), a leading provider of Customer Experience Management (CEM) solutions to some of the world's most respected brands, will host a complimentary webinar with zpizza on Wednesday, October 14. The session, held from 1:00-2:00 p.m. EST, will detail how to take customer surveys to the next level and generate revenue for a business.

The collaborative webinar will feature two speakers – Mike Amos, President and CEO of Empathica, and Chris Bright, CEO of [zpizza](#).

Amos will share insights on the latest trends in customer experience management (CEM) for the food service industry and discuss how a company can best utilize customer feedback as a catalyst for driving the highest level of service and increasing profitability.

Bright will then provide examples of how zpizza has taken an integrated approach to CEM in order to enhance several sectors of its business. The franchise has already experienced significant results in correlation with its CEM programs, some of which include:

- Growing their customer database by more than 22% in less than a year;
- Increasing response rates 45% with targeted marketing messages;
- Driving retail location awareness and traffic through social media networks.

For example, zpizza is currently using one of Empathica's latest CEM tools called [GoRecommend](#), a Facebook application that automatically drives retail location traffic by turning excellent customer experiences into a powerful marketing tool. By using GoRecommend, leading U.S. companies like zpizza have already seen an average of more than 5,000 positive brand impressions generated daily.

"Customer feedback is more important than ever for brands seeking a way to stand apart from competitors," says Amos. "A customer experience management program allows a business to capitalize on connecting with customers to improve overall satisfaction scores, while at the same time driving tangible results that increase revenue."

About Empathica:

Empathica provides Customer Experience Management programs to more than 200 of the world's leading brands, ranging from multi-unit retailers, to banks and restaurants. Its rich

analysis of survey data using state-of-the-art surveying and dashboard reporting software allows for performance-improvement solutions, evidence-based marketing insights, and customer experience management consulting. Annually, Empathica's 30 million customer surveys in 17 languages reach more than 70,000 locations. A privately-held organization, Empathica is headquartered in Mississauga, Ontario, Canada and also has offices in Birmingham, England and Alpharetta, GA, in the United States. For more information about deriving actionable insights that enhance a brand's operational excellence, visit Empathica at www.empathica.com.