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**- Relationship Models for Creating Social Capital -
The Consortium for Service Innovation Announces Theme for
its
8th Annual Members' Conference**

REDWOOD CITY, CA – August 29, 2001 – The Consortium for Service Innovation, a non-profit alliance of customer service organizations, announced its eighth annual members' conference which will be held in San Diego, California, October 8th-10th.

Formerly known as the Customer Support Consortium, the Consortium for Service Innovation will host its members at the Paradise Point Resort on Mission Bay. The focus of this year's conference is **"The R in CRM"**. Presentations, case studies and working sessions will focus on the theme of developing Social Capital:

Relationships are our greatest asset

– to evolve they must be nurtured, not managed.

"Through the work the Consortium has done on knowledge management practices and virtual support communities, we have come to recognize that things get done as a result of relationships." observes Mike Mayfield, US Premium Support GVP, Oracle Support Services and President of the Consortium Board of Directors. "The strength and value of the relationships we have both as individuals and as organizations is the currency of social capital and what builds loyalty."

The Consortium members will present a new vision and model for propagating community-based thinking as a fundamental premise and context for doing business. Doc Searls, co-author of the *Cluetrain Manifesto*, will help participants explore the

meaning and power of relationships and their potential to transform business.

Conference attendees will engage in experiences and discussions on:

- Why “relationship management” is an oxymoron
- Gaining resource capacity and market reach by leveraging community-based models
- Enhancing the whole customer experience by developing and acting on shared context
- Maintaining relevance to the market by integrating all players in the value net (customers, employees, fringe players and competitors)
- Optimizing business practices by engaging all relevant touchpoints

Conference sponsors of the Consortium for Service Innovation annual conference include:

- **Kanisa** – Kanisa is the leading provider of results-driven enterprise service solutions that increase customer satisfaction, reduce contact center costs, and generate service-based revenues. Kanisa provides alternatives to point solutions in the call center and self-service, an integrated solution that:
 - Guides customers through a search process that resolves their problems,
 - Enables peer support communities that encourage customers to help one another,
 - Heals support problems proactively through sophisticated analytics and alerts.

The end result? What we call “Zero Incremental Cost Service:” delivering customer satisfaction without (in effect) writing a check each time a customer needs help. Select Kanisa customers include: Cisco Systems, Apple Computer, Adobe Systems, and Compaq Computer. Kanisa is a certified Siebel Alliance

Partner. More information about Kanisa is available at www.kanisa.com.

- **OutSights** - OutSights acknowledges its customers who range from new innovators like Dynamicsoft, to those taking new market leadership positions like Legato, to global leaders like Compaq, Microsoft, Oracle, and Verisign – who are renewing themselves on a large scale. We provide our customers with strategic consultative services and deliver operational results in areas like Global Services, eCRM, and Knowledge Management. While the companies and strategies vary - it all comes down to processes that will engage customers with existing resources in new ways. Results happen by design. OutSights' designs create the operational architectures needed to drive efficiencies, organizational learning, and enable a community that includes partners, suppliers, and customers. OutSights delivers blueprints for these architectures. We integrate the processes that enable people to work with knowledge and each other more productively. For references, case studies and more information please visit www.outsights.com.
- **Primus** - Primus provides knowledge application software that enables companies and their customers to access the information they need, easily and on demand. Primus® software delivers the ability to capture and share knowledge to optimize employee productivity, improve the customer service experience, and enable a rapid return on investment (ROI). Primus has more than 180 customers worldwide, including such industry leaders as 3Com, 3M, The Boeing Company, Compaq Computer Corp., Ericsson, Inc., Fujitsu Limited, Inc., Genuity, Motorola and Novell. For more information, visit www.primus.com.
- **QUIQ** – QUIQ, Inc. offers a new approach to web-based, self-service customer support that reduces costs and inspires customer loyalty through mass collaboration. QUIQ Connect, the company's award-winning software, enables a

company's customers, employees and partners to share knowledge and resolve each other's support issues. The information is automatically captured, indexed, and kept in a knowledge base. QUIQ also provides comprehensive business services, including analytics, ROI analysis, taxonomy and resource workshops and performance assessments. Founded in 1998, QUIQ is a privately-held software company that is funded by leading venture firms, including Altos Ventures, BancBoston Ventures, Discovery Ventures and Interwest Capital Partners. Our growing list of clients includes Global 2000 companies such as Business Objects, Compaq Computer, National Instruments and Network Appliances. For more information, visit the QUIQ Web site at www.quiq.com.

The Consortium for Service Innovation is a non-profit alliance of customer service organizations that are working together to solve industry-wide challenges. The Consortium is dedicated to improving the whole experience of customers, employees and partners through the development of innovative strategies, business models and industry standards. Through a process of collective thinking and collective experience, the Consortium members have developed principles and practices for Knowledge-Centered Support, Virtual Support Communities, incident and solution exchange standards and a scenario-based framework for thinking about the future. The Consortium offers workshops, publishes reports and hosts an annual members' conference in October each year.

For more information about the annual conference, please visit the web site at www.serviceinnovation.org or contact Greg Oxtan via email at goxtan@serviceinnovation.org. The Consortium can also be reached by telephone at +1 650.261.9200, fax +1 650.261.1737.

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