

## The Next Generation of Online Feedback Analytics Now Available for All Websites!

Ramat-Gan, Israel, March 11, 2008 – Kampyle, a leading vendor of Online Feedback Analytics, is announcing the launch of its Feedback Analytics Platform, delivering a powerful Software as a Service (SaaS) platform to measure and manage website users' feedback on services, products and customer experience. Kampyle is currently operating in a Closed Beta mode, to request an invitation website owners are required to register at the company's website: [http://www.kampyle.com/owner\\_public/?page=owner\\_registration](http://www.kampyle.com/owner_public/?page=owner_registration)

With this launch Kampyle is delivering the Next Generation of Online Feedback Analytics to website owners. Kampyle's innovative technology enables website owners to collect, analyze and manage their website user's feedback. Kampyle's solution is delivered as SaaS, enabling website owner to manage and measure the customer web experience on their website.

"All website owners face the same issue: How can I know what my website users really think about my site, products, services etc.? And why are they behaving the way they do on my site?" said Ariel Finkelstein, CEO and Co-Founder "you can find many Feedback Forms on websites today. Either they are emails or a different page on the site with many annoying mandatory fields. The main issues Website Owners face are only raised when they start receiving the feedback. Then they discover that the most important thing is to have a powerful management system that will analyze the volume of data, allow them to manage the feedback and get back to their users in a quick and simple way. Kampyle is offering today this service to all website owners and opens up a new window to better web customer experience measurement, management and service."

**Simple Integration:** Adding the Kampyle Feedback Form to a website is as simple as adding a link. There are no implementation costs!  
The easy integration is enabled due to the application residing outside of Kampyle's customer's website IT infrastructure.

**Customization (coming soon):** This great new addition to the Kampyle Feedback Form will allow Kampyle's customers to change the "look and feel" of the feedback form to match their website needs and design. Furthermore, the customization will include the ability to modify the Feedback Forms: Color, Questions, Categories, Sub Categories, Languages and many more additions to the form. The highlight of the Kampyle Feedback Form Customization is its flexibility, allowing the creation and management of different feedback forms for each page of Kampyle's customer's websites!

### Making Customer Feedback manageable and actionable

The Kampyle's sophisticated analytic engine is focused on reducing human work. Similar feedbacks are grouped into one group allowing the management of the same feedback submitted from different users in one view. With the Feedback Analytics Dashboard Kampyle's customers view the high level of their website customer experience. The Feedback Analytics Dashboard prioritizes the feedback issues and proposes possible causes to allow quick and smart decision making.

### Listen and respond to your online customers

Kampyle believes that end users are expecting not only to be heard but also responded to. Kampyle enables website owners to get customer loyalty by responding to their feedback. By using Kampyle website owners can quickly respond to a group of users who gave the same feedback on an issue in one click.

Find out more about the Kampyle Online Feedback Analytics Management Platform at the company's website [www.kampyle.com](http://www.kampyle.com)

### About Kampyle

Kampyle is a leading vendor of Feedback Analytics Management Services. Kampyle's services are designed to assist companies to measure and manage customer experience.

Its leading edge technology delivers Kampyle's customers a high quality Feedback Analytics Management Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

### Contact Information

Kampyle Ltd.  
Ariel Finkelstein, CEO  
[press@kampyle.com](mailto:press@kampyle.com)  
[www.kampyle.com](http://www.kampyle.com)