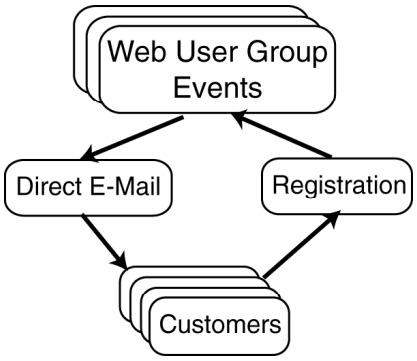
Obidicut Customer™

Obidicut Customer helps you to interact with your customer base more frequently, easily, and conveniently for greater satisfaction and loyalty.



Customer retention is a better investment than customer acquisition, especially in challenging economic times. From their initial vote of confidence in your products or services, your customers become your best source of future sales. They can influence new prospects through positive word-of-mouth. Yet these corporate treasures are often left unguarded due to staffing constraints and reduced travel budgets. Through Web conferencing, Obidicut Customer enables companies to improve responsiveness, enhance customer contact, and ultimately bring higher satisfaction.

Web User Groups
The traditional user group meeting – an annual event packed into a couple long days in a distant city – often tries to do too much at one time, and leaves the customer base exposed the rest of the year. Obidicut Customer initiates an ongoing process that builds communication, knowledge, and trust with your customers. Through a company-specific combination of Web conferencing, Web site and e-mail techniques, you can:

- Provide regular presentations throughout the year from senior management about corporate strategies, technology advances, product and service announcements, and more.
- Segment users by their areas of interest so you can focus on information relevant to their needs.
- Build a community of "insiders" who are on the fast track for company announcements and product introductions.
- Track specific issues by individual so that resolution can be managed and proactively delivered.

This ongoing process can augment or replace the traditional annual event, making your customer base an ongoing participant in your success. Being delivered over the Internet – and archived for later viewing – a Web user group becomes more convenient, encouraging greater participation.

Web user groups bring you and your customers together over the Internet. The convenience, cost savings and logistical simplicity make Web user groups practical multiple times a year. Obidicut Customer provides all the resources, as well as the process and knowledge, to implement a Web user group process at your company.

Program Elements – Obidicut Influencer combines all the elements needed to ensure a successful Web user group:

- **Process** to plan, prepare and execute high quality Web conferencing events.
- **Knowledge** of best practices for planning, materials, presentation and follow-up.
- **Resources** to support your conferencing: Web and audio conferencing services as well as Web and e-mail infrastructure.

Obidicut Delivers – Obidicut Customer starts at $9750 for a complete Web user group event. You leverage our experience planning and executing Web conferences and meetings for a variety of companies and industries. Moreover, we draw on decades of experience in business processes involving marketing, sales, operations and technology. We focus on the business value and measurable results made possible by Web conferencing.

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