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PROCESS DRIVEN SOLUTIONS

➤ PRESS RELEASE

Caterpillar Selects *i-Sight Help Desk and Enhancement Tracking Software* to Improve Communication with its Worldwide Dealer Network

With revenues of more than \$30 billion in 2004, Caterpillar Inc. is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines and industrial gas turbines. Its extensive dealer network provides the company with a key competitive edge – 198 Cat dealers with 1,600-plus branch stores in more than 200 countries spanning the globe. Almost all of those dealerships are independent and locally owned, which means customers deal with people they know and trust. Equally important, Caterpillar stands behind its dealers with industry-leading products and advanced information technology (IT) services to help them manage their businesses.

"i-Sight was designed from the ground up to be easy-to-use and intuitive, requiring only a few minutes of training per staff member who uses the system"

Recently, the Peoria, Ill.-based company set out to further enhance its dealer relationships by finding a better way to collect feedback about the wide range of IT services that it provides to its dealers – services that include inventory-management and ordering systems, pricing information, accounting systems and more.

Caterpillar's goal: a single, secure and globally accessible system that would improve collaboration and dealer satisfaction by enabling individual dealers to provide feedback and requests online, while at the same time enhancing Caterpillar's ability to manage, prioritize and analyze the information that it receives.

The solution: i-Sight from Customer Expressions, the leader in customizable, web-based software for business processes that require case management.

Previously, Caterpillar had no consistent means of gathering feedback and IT enhancement requests from its dealers. Depending on where they were located, dealers used one of five different systems in order to submit bug reports and to tell Caterpillar what features they would like to see in future versions of the software. Each system was separate, which meant that it was difficult for Caterpillar to see at a glance which issues needed attention right away and which new features were most in demand.

With i-Sight, those problems have disappeared. Now, authorized Caterpillar employees anywhere in the world can log into the system and see immediately what needs to be done, and when. With the click of a mouse they can generate any of 30 standard reports, displayed both in tables and charts. Dealers save time, too, because i-Sight was designed from the ground up to be easy-to-use and intuitive, requiring only a few minutes of training per staff member who uses the system.

For dealers, another important consideration is security. To protect their confidentiality, dealers who log into the system can only see their own feedback. But Caterpillar wanted to enable dealers to collaborate and share information where it makes sense, so requests for software enhancements are visible to all users. That way, dealers can swap ideas and best practices, while Caterpillar decides which enhancements to implement based on dealer demand.

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For more than 75 years, Caterpillar has been building the world's infrastructure in partnership with its dealers. Thanks to i-Sight from Customer Expressions, that partnership is now closer and stronger than ever.

About Customer Expressions

Based in Ottawa, Canada, Customer Expressions(www.customerexpressions.com) is a leading provider of web-based case management solutions for regulators and enterprises focused on quality assurance and customer service. Customer Expressions has gained an international reputation for best-in-class software that enables managers to improve customer retention and profitability. The privately held firm provides i-Sight, integrated case management software for complaint handling, corrective and preventive action management (CAPA Management), compliance monitoring, and other business processes that require case management.

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