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## Strategic Complaint Management Conference: *The 407ETR and Customer Expressions* discuss customer complaints handling and complaint software

**Ottawa, Canada – December 14, 2004** – Customer Expressions, the leader in web-based complaint handling software, announced today that it will join one of its clients, the 407 Express Toll Route (ETR), in a presentation on complaint management best practices at the second annual Strategic Complaint Management conference, to be held in Toronto, March 2-4, 2005.

The 407 ETR, the world's first all-electronic, open-access toll highway, uses leading-edge complaint handling and case management software from Customer Expressions to manage the flow of feedback from its 320,000 daily users. Drivers have taken more than 530 million trips on the Toronto-area highway since it opened in 1997.

Another Customer Expressions client, Canada's new Ombudsman for Banking Services and Investments (OBSI), will also deliver a presentation at the Toronto conference. Michael Lauber, Ombudsman and CEO of the OBSI, will discuss tried-and-true ways of investigating client complaints, and explore how new technology can help to ensure that complaints are resolved rapidly, fairly, and with the best possible outcome. Like a growing number of financial services complaint-handling organizations, the OBSI depends on i-Sight Service and Complaints software from Customer Expressions to track consumer complaints and manage investigations efficiently and effectively.

The conference, which is being organized by Federated Press Inc., will provide attendees with innovative complaint management strategies along with challenges, successes, and lessons learned at organizations such as Bell Canada, VIA Rail and DaimlerChrysler Commercial Buses North America. Attendees will also learn how to measure the dollar value of effective complaint resolution and the cost of mismanaged complaints.

"Complaint handling processes and policies tell you a great deal about the culture of an organization." said Joe Gerard, VP Sales & Marketing, Customer Expressions. "We view complaints as an opportunity to show your customers how important they are. Companies that are focussed on effective complaint-handling experience lower rates of customer turn-over, enjoy more positive word-of-mouth and ultimately earn higher profits than do companies that regard complaints resolution simply as an expense."

### **About Customer Expressions**

Based in Ottawa, Canada, Customer Expressions ([www.customerexpressions.com](http://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.

### **For further information, please contact:**

Joe Gerard, Vice-President, Sales & Marketing  
800-465-6089 or [media@customerexpressions.com](mailto:media@customerexpressions.com)