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Investment Dealers Association Demonstrates Latest Investor Protection Tool for *Complaint Reporting*

TORONTO - January 29, 2003- The Investment Dealers Association of Canada (IDA) demonstrated today in Toronto its new industry reporting system.

Known as COMSET, the system is designed to improve investor protection and enhance IDA enforcement efforts. All IDA member firms must use COMSET to report securities related settlements, civil claims, judgments, arbitrations, awards and customer complaints regardless of the settlement amount.

The new reporting system, demonstrated at the Self-Regulatory Organization Conference, is a result of a change to IDA Policy No. 8 that eliminates the minimum monetary threshold for reporting civil actions and settlements. The change requires IDA members to report customer complaints for the first time.

The advanced reporting tools available within COMSET enable the IDA to spot compliance weaknesses and focus enforcement efforts.

“... easy to implement and support, and most importantly it provides management with real time, actionable and reliable information.”

Customer Expressions, the Ottawa-based company that developed COMSET for the IDA, specializes in providing web-based case management systems. Customer Expressions VP of Technology, Geoff English said, “It was critical that the web application be easy to use, accessible over dial-up, and that it provide the enforcement group with real time and flexible reporting. We have employed our proprietary i-Sight Portals to ensure a clean and efficient interface for the firms” Geoff continued, “this interface reduces the regulatory burden by minimizing the training required, and simplifying the whole reporting process.”

Other regulators like the Ontario Energy Board, Canadian Ombudsman for Banking Services and Investments, and the General Insurance OmbudService of Canada use systems created by Customer Expressions to track consumer complaints. Customer Expressions VP of Sales & Marketing, Joe Gerard said “Our clients value a case management system that is flexible enough to adapt to their needs. Many systems today require complete process reorganization, where as with i-Sight the objective is to analyze the current process, and then to optimize that process through the use of case management workflow rules.” Gerard also noted that a key competitive advantage of i-Sight is that its “... easy to implement and support, and most importantly it provides management with real time, actionable and reliable information.”

COMSET’s is built using Customer Expressions’ proprietary i-Sight platform which uses workflow technology to record, manage and report live status of complaints and other types of feedback so that businesses, governments and other organizations can improve relationships with those they serve.

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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.

For further information, please contact:

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