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CRM CUSTOMIZATION INITIATIVES IMPROVE KEY SALES & CUSTOMER METRICS

Pontiac, MI - July 31, 2008 - In an increasingly competitive marketplace where companies are challenged to obtain a 360-degree view of the customer, businesses are customizing CRM solutions to integrate data from customer-facing groups, as well as increase the level of internal visibility into sales processes. A recent study, *Tailor-Made CRM: Best Practices in Customization, Configuration, and Integration*, sponsored by Atrio Systems, sales and marketing CRM specialists, and conducted by the Aberdeen Group, a Harte-Hanks Company (NYSE:HHS), revealed that Best-in-Class companies are 2.4 times more likely than Laggards to leverage a data integration solution to support CRM customization initiatives; the result is increased performance in data entry, data retrieval, and ease of maintenance.

The top two objectives of an organization's CRM customization are the need to improve customer retention (36%) and the need to improve customer acquisition (36%). Best-in-Class companies indicated that they currently utilize data integration solutions (47%), contact management solutions (50%) and sales knowledge management solutions (38%) to increase the effectiveness and functionality of the core CRM solution. As a result of technology implementation and integration, Best-in-Class companies are more than five times likely as Laggards to experience year-over-year improvement in customer retention levels.