

PRESS RELEASE – For Immediate Release

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RevGuard Crosses 350 Live Brands Threshold

Customer Lifetime Value Optimization within Customer Service Accelerating In Market

BOULDER, CO--(January 21, 2014) - [RevGuard, LLC](#), the creator of A/B and multivariate customer lifetime value (“CLV”) optimization on a SaaS platform, announced today that it has crossed the threshold of 350 customer brands live on its system.

“Optimization of customer lifetime value through A/B testing for established customer relationships has really caught on. Our customers are seeing 60-120% improvements in their company-wide profitability,” said Blair William McNea, CEO of RevGuard.

“By partnering with several cloud platforms, including [Rackspace](#), [SendGrid](#) and others, we’ve created a virtual, automated customer interaction platform integrated with leading Customer Relationship Management (“CRM”) platforms like [Orange](#), [UltraCart](#), [Limelight](#), and others. Our clients are able to have automated customer service choices combined with A/B testing to optimize customer profitability and satisfaction, which always goes hand-in-hand. The future of SaaS isn’t just about moving actions to the Cloud... it’s about getting smarter and better at what you do. Our system has a dramatic, immediate impact on profits for our clients, fulfilling the SaaS promise of easy deployment and significant profitability improvements,” McNea added.

The RevGuard system operates on a Cloud-hosted platform for Interactive Voice Response (IVR), web, email and Live customer service integration. When implemented, RevGuard’s system optimizes CLV within Customer Service, typically providing a savings of up to 50% on return costs, an increase of 8% on revenue per customer, a reduction of 45% on customer service costs and a reduction of 31% on chargebacks. The OCO system reliably delivers an 80% (or greater) increase in bottom-line profitability for RevGuard’s clients, usually within 90 days.

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About RevGuard

RevGuard is a SaaS-based company which uses A/B and Multivariate testing in a Cloud-hosted environment to dramatically improve the profitability of its merchant clients within Customer Service. Optimized Customer Outcome (“OCO”) is a patent-pending technology that operates through Cloud-hosted IVR, hosted web, email and Live CSR applications which fully integrate into customer CRM’s. The addition of chat, text and social media testing is scheduled for completion in 2014. For more information on RevGuard OCO, please visit <http://www.revguard.net> or contact Walter Long Sr. Vice President of Business Development at walter@revguard.net.