



Company Contact
Tracy Mock
847-543-1681
tmock@avizentrisk.com

Media Contact
Joy Scott
818-610-0270
joy@scottpublicrelations.com

Avizent Becomes First in P & C Industry to Use Innovative, Online Voice of Customer Technology

New tool will help Avizent continue to enhance client experience

COLUMBUS, Ohio (January 12, 2010) — National claims and risk management service provider Avizent announced today the introduction of an industry-leading, online opinion gathering tool, designed to help shape future service enhancements and meet clients' evolving business needs.

The Voice of Customer (VOC) system will help enhance the client experience for those using Avizent's websites, online claim intake system and claims reporting tool, VISUAL Reports Studio. The VOC solution, powered by OpinionLab, will establish a line of continuous, open communication between clients and Avizent, and anyone else who wishes to communicate with the company.

"Continually improving our services and our relationships with clients are Avizent's top priorities," notes Thomas Watson, CEO of Avizent. "It is important to us to provide great customer service and to be a partner to our clients – not just a vendor. This innovative system provides a simple yet structured method for clients to share new ideas and recommendations, and offers valuable insight into what they like."

The unobtrusive system behind the familiar [+] symbol gathers client feedback through opt-in comment cards, then interprets, filters, and delivers quantitative and qualitative input in real time, enabling Avizent to quickly respond to clients' ideas and needs. The system makes customer sentiment easy to visualize, track, prioritize and react to.

"Clients today want to talk to you about issues important to them in their own words, and at a time and place convenient to them," explains Watson. "We are the first third party administrator to adopt this technology, which gives clients a great way to share opinions and questions, and gives us helpful feedback to ensure our services continue to meet their needs."

Avizent's ongoing investment in industry-leading systems and online tools helps ensure optimal service for its clients. In addition to the introduction of the new VOC tool, Avizent also recently won the 2009 Best Website Award from *Applied Arts*, a leading visual communications magazine. Avizent's website was selected in a rigorous process measuring creative merit, technical excellence and suitability for end use. The award will be announced in the April 2010 Interactive Awards issue of the magazine.

The first implementation of Avizent's VOC system is now live at www.avizentrisk.com with additional rollouts planned across all online touch points during the first quarter of 2010.

About Avizent

Avizent, based in Columbus, Ohio, is one of the fastest growing national risk management service providers. They offer claims management, medical managed care, alternative risk options and RMIS technology. The company has offices in 40 locations across the United States. For additional information, visit the Avizent website at www.avizentrisk.com or call 888-646-9675.

About OpinionLab

By inviting consumers to share feedback at anytime, from anywhere, OpinionLab harnesses the collective intelligence of customer voices. Every day, the real-time system behind the [+] symbol collects, interprets, and manages ratings and open-ended comments from thousands of valuable consumers around the globe. To learn more, call 847.681.6100 or visit www.opinionlab.com.

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