



Press Release

Presentation of New Products and Services from Intelli Solutions and ClientIQ for optimal customer management

Athens, June 28, 2017. In the framework of the 11th Insurance Conference held today, ClientIQ and Intelli Solutions presented the new technology solutions that they have jointly developed for optimal customer management. The new services under the brand name **Amplify™ Customer Management** solutions are here to serve clients' modern needs for client-centric customer base management, providing solutions around the following areas:

- Data cleansing, data enrichment and data integration at a single customer level with the aim of centralizing the customer base (360 customer view)
- Customer-centric campaign management platform for the development and implementation of targeted commercial operations to clients based on their trading profile as well as centralized management of customer's personal data within the GDPR
- Customer loyalty platform, supporting the design of flexible customer reward and reward schemes, serving the needs of every modern business

Panos Gialelis, Intelli Solutions' CEO statement: "Based on our new products we recently launched, we enrich the provided digital transformation solutions to our customers, thus further enhancing the added value of our services. We are delighted with the collaboration with ClientIQ - combining technology, innovation and business knowledge, our objective is to offer end-to-end top digital solutions to customer base. We are confident that the insurance sector of the Greek and international markets will embrace our new products."

Alexandra Christopoulos, CustomerIQ's Chief Executive Officer statement: "We are very pleased with the new services we have developed in cooperation with our partner Intelli Solutions, as we can now provide 360 customer support for customer base management, covering strategic planning and customer analytics to the technical infrastructure within the on-line shop. We chose to present our solutions for the first time to the representatives of the insurance industry, as we believe that the insurance market has great benefits from turning in the context of a customer-oriented model of operation."

A few words about ClientIQ

ClientIQ was founded in 2015 aiming to become the leader of the Greek and Balkan markets through the provision of sophisticated clientele management and customer loyalty tools that respond effectively to market needs. The company focuses on the consumer and aims to maximize the customer base of its portfolio, through offering comprehensive packages covering a wide range of customer analytics services, targeted marketing and sales strategies, creating or optimizing reward programs as well as designing and implementing effective sales processes

A few words about Intelli

Intelli Solutions Group of Companies is active in the provision of IT services offering integrated software products and solutions, primarily for the financial and telecommunication sector with presence in the geographical region of Southeast Europe, Africa and the Middle East. Intelli provides its solutions and services to numerous large organizations and companies in Greece, Cyprus, Turkey, Egypt Bulgaria, Serbia, African and Middle East countries through its subsidiaries.
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