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Two Kinds of Customer Databases

There are really two different kinds of databases in any company that is engaged in direct marketing of products and services. One is an operational database and the other is a marketing database. [Read more...](#)

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Get Your CRM to Work the Way You Do, Not The Other Way Around

In his book, CRM at the Speed of Light, Paul Greenberg faces the question, how do you avoid lagging and ultimately the loss of customers when they are moving lightning fast, demanding constant changes in the speed required to complete their transactions? The answer, Customer Relationship Management (CRM). *by Jim Stout, CEO* [Read more...](#)

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Consumer passions continue to be aroused by

alarming news reports of online scams used to steal credit card numbers over the Internet, or the latest information breach at large corporations. And online merchants are feeling the effects. [Read more](#)

Corporate Performance

OutStart Receives Customer Inter@ction Solutions Magazine's "Product of the Year" Award

OutStart's Participate V2006 Honored for Knowledge Management Innovation

Monday, 13 March 2006

OutStart, a provider of software solutions for learning and knowledge-sharing announced today that Technology Marketing Corporation (TMC ®)'s *Customer Inter@ction Solutions* ® magazine has named *OutStart Participate V2006* as a recipient of a 2005 Product of the Year Award. *Customer Inter@ction Solutions* has been the leading publication in the CRM, call center and teleservices industries since 1982™.

OutStart Participate offers a revolutionary solution to maximize the business value of enterprise knowledge. Combining a comprehensive self-service platform with expertise and community management, OutStart Participate enhances knowledge sharing and communication for organizations' employees, partners and customers.

At work in leading Fortune 500 companies, OutStart Participate has proven effective at encouraging self-service adoption; reducing support call time and escalations, ensuring sales and service people have access to trustworthy information and shortening product development cycles. OutStart Participate serves as a trusted knowledge bank, enabling employees, customers and partners to find answers with flexible search and retrieval methods, and delivers real-time access to experts and discussion communities, providing easy escalation to ensure questions are answered 100% of the time.

"We are extremely pleased that *Customer Inter@ction Solutions* has selected OutStart Participate for this award," said Massood Zarrabian, president and CEO of OutStart. "This honor further validates our dedication to providing OutStart customers with the industry's leading eKnowledge solutions designed to help them empower their knowledge workers to achieve greater operational efficiency and effectiveness."

"Each year *Customer Inter@ction Solutions* magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. OutStart has demonstrated to the editors of *Customer Inter@ction Solutions* that its products or services have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Inter@ction Solutions*.

23 March 2006

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