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FOR IMMEDIATE RELEASE

ForeSee Results and GovDelivery Partner to Deliver Integrated Solution to Government

Partnership will allow shared clients to track the impact of proactive digital outreach on citizen satisfaction

Saint Paul, MN — August 17, 2010 – ForeSee Results and GovDelivery, two of the most successful technology companies working with the federal government to optimize web and digital communication initiatives, announced plans today to deliver an integrated solution to their shared government clients in order to better track and understand how digital communication with the public impacts the government’s goals of being open, transparent, communicative, and participatory.

ForeSee Results applies the methodology of the American Customer Satisfaction Index (ACSI) to help private and public sector organizations better understand how improvements to online user experience positively affect overall satisfaction, which in turn increases loyalty, trust, and citizens’ likelihood to use the website again. Inside knowledge into site visitors’ likely future behaviors empowers organizations to prioritize site enhancements and allocate resources efficiently.

GovDelivery provides a digital communication platform that is used across all levels of government including in over one hundred federal agencies. Federal agencies send five to ten million messages daily through GovDelivery using email, text messaging, RSS, and social media. Over 10,000 citizens register every weekday to receive updates from the government through GovDelivery.

The partnership will allow shared clients of ForeSee Results and GovDelivery to track the impact of proactive digital outreach on citizen satisfaction, and therefore on channel effectiveness and cost savings. A high-level analysis indicates that federal websites deploying GovDelivery have higher citizen satisfaction as measured by ForeSee Results. The new integration will allow agencies to segment satisfaction scores from users that come to agency websites after receiving an update through GovDelivery, which will make tracking far more accurate and granular.

“GovDelivery and ForeSee Results share the passion and vision of our public sector clients as they seek to measure and improve citizen satisfaction to make government more open, more efficient, and more responsive,” said Scott Burns, CEO of GovDelivery.

“ForeSee Results knows that the power of measurement is in using that measurement to chart a course for improving results,” said Dave Lewan, Vice President of Public Sector Sales at ForeSee Results. “This partnership will allow us to measure the impact of proactive communication so that federal agencies can quantify the impact of proactive communication on satisfaction and other key measurement objectives.”

High citizen satisfaction with federal websites is a key driver of desired future behaviors, saving taxpayers money and improving the government’s relationship with its citizens. When compared to less satisfied site visitors (scoring below 70), highly satisfied website visitors (80 and higher) are:

- 52% more likely to return to a federal government website;
- 79% more likely to recommend the website;
- 54% more likely to trust the government agency;
- 80% more likely to use the website as their primary resource instead of using more costly channels like call centers;
- 50% more likely to participate in government by expressing their thoughts.

Services from both ForeSee Results and GovDelivery are available through the Federal Consulting Group (FCG), which is a government enterprise in the U.S. Department of Interior. FCG selected both companies through a competitive bidding process and currently provides contracting and support services to hundreds of agencies that can procure these capabilities directly from FCG.

“ForeSee Results and GovDelivery have been widely adopted across federal government because they deliver exceptional results to agencies striving to provide the best possible information and service,” said Ron Oberbillig, COO of the Federal Consulting Group. “We believe that this new integrated solution will allow FCG and these proven partners to deliver even more value to our dedicated government clients,” he said.

About the ACSI

The American Customer Satisfaction Index is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. Data from interviews with approximately 70,000 customers annually are used as inputs into an econometric model to measure satisfaction with more than 225 companies in 45 industries and 10 economic sectors, as well as more than 130 federal government departments, agencies, and websites. Results are released on a monthly basis with all measures reported using a 0-100 scale. ACSI data have proven to be strongly related to a number of essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up-markets as well as down-

markets. And at the macro level, customer satisfaction has been shown to be predictive of both consumer spending and gross domestic product growth. The Index was founded at the University of Michigan's Ross School of Business and is produced by ACSI, LLC. and is supported in part by ForeSee Results, corporate sponsor for the e-commerce and e-business measurements.

About ForeSee Results

As the leader in customer satisfaction measurement, ForeSee Results captures and analyzes online voice of customer data to help organizations increase sales, loyalty, recommendations and website value. Using the methodology of the American Customer Satisfaction Index (ACSI), ForeSee Results identifies the improvements to websites and other cross-channel initiatives with the greatest ROI. With 50 million survey responses collected to date and benchmarks across dozens of industries, ForeSee Results offers unparalleled expertise in customer satisfaction measurement and management.

ForeSee Results, a privately held company, is headquartered in Ann Arbor, Michigan, has offices in London and Vancouver, and can be found online at www.ForeSeeResults.com.

About GovDelivery

GovDelivery is the leading provider of government-to-citizen communication solutions. GovDelivery's digital subscription management solution provides organizations with a fully-automated, on-demand public communication system. Organizations using GovDelivery provide the public with better service and access to relevant information by proactively delivering new information through email, text alerts, RSS and social media channels. GovDelivery's clients include the U.S. Departments of Defense, State, Labor, Transportation, Treasury, Homeland Security, Health and Human Services, state agencies across 30 states, the cities of Washington, D.C., and Minneapolis and hundreds of other organizations across the public sector. GovDelivery is a partner company of Internet Capital Group (Nasdaq: ICGE). For more information, visit www.govdelivery.com.

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