

## Industry Expert Joins ClickFox as New COO

ATLANTA - August 10, 2005 - ClickFox, Inc., a software company delivering patent-pending technology that analyzes human behavior across enterprise interactions like self-service environments, has added industry veteran William Hawley to its senior management team as its Chief Operating Officer.

Hawley will be responsible for all operations at ClickFox worldwide. Prior to joining ClickFox, Bill spent five years with NICE Systems as Senior Vice President for Client Services. There, he built the largest service organization managing over 300 people which implemented and supported NICE's customers around the world, including many Fortune 1000 companies. Mr Hawley built the organization to a very profitable business line that contributed a significant portion of the company's annual income. Before his tenure at NICE, Bill was Vice President of Information Systems at FUSA/Bank One. He also held various management positions at MBNA America.

"I am very excited about this opportunity," Hawley said. "I've been watching the growing excitement in the market around the ClickFox technology. Over my many years of dealing with call center customers I have been waiting for a solution and company like ClickFox to fill the void in managing the customer experience across all service channels. Organizations are continuing to invest heavily in self-service initiatives, on the phone, on the Web, and kiosks. ClickFox delivers an eye-opening insight into how customers are actually interacting with these systems. This insight is crucial in providing positive self-service experiences that are cost-effective and in creating the roadmap for future generations of applications."

"Bill will be a huge asset to ClickFox and additional proof that we have an attractive offer and growth path. He will take our operations to a level that will allow us to expand rapidly in a global market," stated Marco Pacelli, ClickFox's CEO. "We are now poised to focus on building a world-class service organization that will greatly benefit our growing family of customers."

### **ABOUT CLICKFOX**

ClickFox is a pioneer in Customer Behavior Intelligence. Its solution enables organizations to see how their customers actually interact, step-by-step, in and across a variety of self-service systems, such as interactive voice response and speech recognition, Web applications, CRM/agent desktops and interactive kiosks. By creating a visual map of the structure of the system or systems and overlaying it with customer interactions, ClickFox quickly pin-points bottlenecks in transactional flow, identifies causes of costly drop-offs to live agents, and uncovers opportunities for extending automation to cost-saving or revenue-producing tasks. The ClickFox suite of products includes: [ClickFox-IVR](#): Behavior Analysis and Modeling of Voice and Speech Self-Service Environments, [ClickFox-WEB](#): Behavior Analysis and Modeling of E-Commerce Self-Service Environments and [ClickFox-Cross Channel](#): Behavior Analysis and Modeling of Multiple Self-Service Channels Voice/IVR; E-Commerce; Kiosk, CRM Environments

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