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### **Emotional Content Analysis Technology Provides New Insights That Allow Companies to Meet Real Employee and Customer Needs**

Hauppauge, N.Y. – December 16, 2009 – Retex, a retail technology and business solutions buying consortium, has partnered with VoicePrism, a new technology that can glean unprecedented cognitive and emotional information from the human voice, to provide this technology to create competitive advantage for Retex Members. With this new partnership, Retex members will revolutionize the way they gather employee and customer feedback, and collect information for improving call center customer service, and reducing fraud..

Accurate and insightful information is a key to gaining better insight into your customers, retaining your top performing employees, greater effectiveness in call center operations, or even reducing the cost of fraud. With this new technology, Retex Members will be able to leverage VoicePrism's patented voice analysis engine, which provides invaluable cognitive and emotional insight based on human vocal patterns. Whether it's used with customers, employees, or in any business setting, the results are fast, significant, and cost-effective.

Charles Presti, President of Retex said, "Retex strives to keep retailers one step ahead with new and innovative services. VoicePrism's voice analysis technology will change the way retailers interact with employees and customers. It's the future of marketing and employee satisfaction for our members today."

"We are extremely excited to be a Retex partner.", Scott Zuckerman, Chief Marketing Officer of VoicePrism added, "Retex provides a number of extremely valuable services, one of which is diligently investigating and assessing new technologies that could be of value to its members.

We are looking forward to providing emotional insight to the interactions Retex member companies have with their employees and customers.”

### **About VoicePrism**

VoicePrism applies advanced voice analysis technology to create competitive advantage for its clients in areas such as Market Research, Human Resources, Call Centers, and Fraud and Assurance. VoicePrism typically works with companies who (i) are tired of not knowing how their customers truly think and feel about their products & services, (ii) are frustrated by not knowing the best ways to keep their most productive employees, or (iii) are concerned about the cost of fraud on their business. Headquartered in Chicago, Illinois and growing every day, VoicePrism serves clients ranging from fast growing, small companies to global Fortune 500 corporations. To learn about the wide range of business solutions visit.

For more information on VoicePrism, [www.voiceprism.com](http://www.voiceprism.com), or call (866) 345-6187.

### **About Retex**

Retex, founded by 12 retailers in 1992, assists both small and large retailers by leveraging their buying power for services such as Communication – voice, data, internet, conferencing; Auditing and Bill Payment – telecommunication and utility; Consulting – energy, networks, business and technology and internet; Transaction Processing – bank card. In addition to substantial invoice discounts, Retex members receive rebates on many programs and a potential year-end dividend. Since its inception, Retex has returned \$100 million to its membership. Membership is FREE. There are never any dues, fees or obligations to buy.

For more information about Retex, visit us at [www.retex.com](http://www.retex.com).

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