

AKIBIA OFFERS CRM REFLEXING SERVICE IN EUROPE

Submitted by: Couchman Communications

Monday, 23 April 2001

Acclaimed Reflexing Service now available to New and Existing Customers Worldwide

(Cannes, France) April 23, 2001 -- Akibia Inc., a specialist provider of CRM consulting services, has announced that its Reflexing service is now available help companies across Europe maximise the success of their CRM solutions.

'Reflexing is a post-implementation consulting service which allows our customers to make the best use of their CRM investment by helping them to identify and tackle the organisational, process, and personnel obstacles which can prevent an implementation from being truly successful' explains Adam Honig, President of Akibia.

'We know that more than half of all CRM projects are not considered to be successful – and this has nothing to do with the technology employed. We work with our customers to identify and remove likely causes of failure and make sure that their projects deliver maximum benefit to the organisation.'

Akibia's Vice-President of Readiness Services, Matthew Johnson said. 'We know that our methodology can make a huge difference to the value of a CRM implementation. It is not necessary to undergo months of costly change management to ensure that there is an appropriate level of internal support for an enterprise project. Reflexing can be delivered in only 7-10 days – and it really works'

ABOUT AKIBIA

Akibia, Inc. is the leading provider of CRM consulting services for companies who seek to establish leadership positions by optimising customer relationships. As a Siebel Systems Premier Consulting Partner (Nasdaq: SEBL), Akibia delivers tailored solutions that integrate seamlessly into a client's technology environment.

Headquartered in Boston, Massachusetts with principal offices in New York, San Francisco, Chicago, London and Amsterdam, the company employs more than 450 multi-talented people worldwide. Clients include Akamai Technologies, Inc., PTC, Bose Corporation, Monster.com, Citibank, and Scudder Threadneedle Investment Services, Ltd. For more information, call +1 (617) 717-7300 or visit the Akibia website at www.akibia.com.

For additional information

Kate Cerasulo Nick Couchman
Akibia, Inc. Couchman Communications
+1 617-717-7340 +44 1438 812100
kcerasulo@akibia.com nick@couchman.com

