

# REMEDY UNITES WITH CAMBRIDGE UNIVERSITY AND IDC TO SPEARHEAD POWERFUL NEW CRM RESEARCH PROGRAMME

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In-depth findings will be made available, free of charge, to business subscribers

16 May 2001: Bracknell, Berkshire - Remedy® Corporation a leading provider of Information Technology Service Management (ITSM) and Customer Relationship Management (CRM) solutions, today announced the launch of an innovative new research initiative in partnership with Cambridge University and International Data Corporation (IDC), in a bid to bring clarity to a "deeply confused" CRM marketplace.

The programme is a response to customer demand from managers and directors who feel they lack the bandwidth to research every business issue, and are looking for informed opinion to reduce risk. The papers include case studies, empirical research, and new understanding of customer needs and behaviour.

Cambridge University's research department sites the following as its research aims for businesses; to Challenge conventional wisdom and advance knowledge with innovative thinking; Identify ways to improve business performance; and to Develop theory and methodology. The researchers from IDC, Cambridge University and the Massachusetts Institute of Technology (MIT), are looking closely at the rationale for, and return on investment from CRM projects including customer service, personalisation, using mobile technologies, email management and web architectures, in Telcos, Finance, Government, Utilities and Commerce.

This research will address anticipating customer needs, beating customer expectations, creating client loyalty and driving profitability.

"Our researchers are addressing increasing challenges of managing customer relationships," said Chris Hill, Remedy's European Director of Marketing. "Such as; How do I protect my customer base from predatory competition? And how do I gain share in a nervous market? This is a holistic programme, looking at the relationship between sales, marketing and service and the multiple 'touch points' so that businesses really understand how to rise to the challenge of managing customer relationships.

"Our overall purpose is to bring businesses clarity by working with Cambridge University and IDC to identify how organisations can meet their customers' objectives in the service sector, and so implement the

solutions that will gain and retain their long-term loyalty."

The first IDC White Paper has now been published with further papers now set to appear each month. Remedy is making the findings available, free of charge, to subscribers. Moreover, apart from accessing the papers themselves, they will also be able to see the 600-plus pages of research background material by logging on to the Judge Institute website. To subscribe, just go to <http://www.remedy.com> or email [ebt@remedy.com](mailto:ebt@remedy.com)

"Cambridge University also has a strong relationship with the Massachusetts Institute of Technology (M.I.T.), which will enable Remedy to roll out the research programme worldwide, with a combination of US and European research available from April onwards," adds Hill. The programme will feature subscriber forums hosted by Cambridge University later in the year.

#### About Remedy Corporation

Remedy is a leading supplier of Information Technology Service Management (ITSM) and Customer Relationship Management (CRM) solutions, with customers using its products at more than 10,000 sites. Remedy's fast deployment programmes and radical adaptability accelerate an organisation's move to e-business as well as increasing the ability to continually differentiate from competitors. By focusing on internal and external service, Remedy's customers continually improve both their customer interactions and their internal operations to raise satisfaction and lower costs. More information on Remedy, its products and its services is available on the company's Web site at <http://www.remedy.com>

For more information on Cambridge University Research you can visit the following website: <http://www.jim.cam.ac.uk>

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