



## Press Release

### Six 9s Announces Real-time, Online Customer Research Service

Scottsdale, Arizona, August 1, 2005 – Six 9s Associates, Inc. (Six 9s), a full-service customer research firm, today announces a break through customer research service called the Real-time, Online Customer Intelligence System (ROCI).

“ROCI is not a survey solution. ROCI is an action-oriented tool to get your customer intelligence off the shelf, out of the database, and into the hands of decision makers, so it can be acted upon every day to retain customers and grow your enterprise,” said Noel Lesniak, President of Six 9s Associates, Inc. “Key management and operational staff now have access to ROCI’s Scoreboards, Customer Delight Indexes, and Trending capabilities using a browser on their desktop or laptop computer.”

The Real-time, Online Customer Intelligence System (ROCI) is designed for clients who are dedicated to continuously understanding the needs of their customers, how well their expectations are being met across an enterprise, and what can be done operationally and strategically to keep profitable customers and attract new ones.

For more on ROCI visit [www.six-9s.com](http://www.six-9s.com).

#### About Six 9s Associates, Inc.

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

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*For Immediate Release*