



Press Release

Six 9s Launches Text Analysis Proof-of-Concept Project

Scottsdale, Arizona, June 3, 2008 – Six 9s Associates, Inc. (Six 9s), a full-service, customer research firm, has launched a proof-of-concept project to apply artificial intelligence software to the task of analyzing customer subjective text responses to survey questions. With hundreds of thousands of customer comments in our research databases, the traditional methods of manually coding and analyzing this information is not possible. So Six 9s has selected an artificial intelligence software product and is conducting a proof-of-concept project to analyze a research database of over 750,000 customer responses of which approximately 450,000 include customer comments. The goal is to be able to organize customer responses into actionable categories that can be quantified and be used to drill down to detailed analysis of comments of interest leading to corrective actions.

“While this project is intended to benefit clients with our current customer research programs, we feel that his approach may be very applicable to the analysis of information streams emanating from various social media in the future,” said Noel Lesniak, President of Six 9s Associates, Inc.

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