

**For Immediate Release**

**360training Elects ChatIQ as an Exclusive Provider for Live Online Help and Support**

**December 1, 2006** (Austin, TX) – Ensuing a rigorous search and evaluation process, [360training](#), the 6<sup>th</sup> ranked company on Deloitte’s Texas Technology Fast 50, announced the exclusive selection of [ChatIQ](#) for their chat software implementation.

“We are thrilled to incorporate the expertise of [ChatIQ](#) within our web sales strategy and customer service strategy. After researching various chat software providers such as Live Person, Velaro, and Bold Chat, [360training](#), without hesitation, elected [ChatIQ](#),” says Albert Lilly, Chief Marketing Officer at 360training. “Chat software is a required technology for the online business that allows us to accentuate our customer service capabilities through an online format,” continues Lilly.

With big marketing dollars being spent to increase website traffic, companies are realizing the importance of converting these visitors to valuable customers. ChatIQ empowers organizations to deliver highly relevant and targeted sales, marketing and customer support services to customers with its robust set of live monitoring, analytics and reporting tools. The extensive reporting features included in [ChatIQ](#) were a major factor in influencing 360training towards [ChatIQ](#). “It makes our jobs a lot easier and gives us the organizational data we need regarding our customers”, stated Lilly.

“[ChatIQ](#) is particularly advantageous for the sales department; it lets my sales teams interact with prospects at the most opportune time – when they are on the website looking at various products” states Jeff Leiken, Senior VP of Sales at [360training](#). “If a salesperson sees someone spending 10 minutes on a particular product, they can send a customized invitation to chat which has had a positive return on investment from the initial launch”, added Leiken.

360training experienced a 50% acceptance rate for customized invites to chat among the large amount of traffic it generates across its various web portals. Sales for the organization have increased by 30% since the application was deployed company wide.

[360training](#) has implemented [ChatIQ](#) for customer support as well which has led to a significant decrease in the dependence for phone support. Internet companies generally have web savvy customers and ChatIQ’s gives this paradigm the perfect solution through on-demand and real time service. Customer service reps can respond to multiple customers simultaneously online and still operate the phone. “Overall, our customers feel that chat is more productive and less stressful than the phone” said Leiken.

**About 360training:**

360training services over 1500 e-learning partners who together have trained more than 3 million users worldwide. Their integrated strategy of technology, content and service helps organizations and professionals in a wide range of industries best manage career, compliance and certification needs. Ranked as the 6th fastest growing tech company in

the 2006 Deloitte and Touché Fast 50, 360training's customers include industry leaders Guaranty Bank, IBC, Trammell Crow Company, Centex Homes, Duke Energy and more. For more information, visit [www.360training.com](http://www.360training.com)

**About ChatIQ:**

ChatIQ is a leading provider of chat applications helping enterprises with their online marketing presence. As companies continue to market their products and services online, ChatIQ provides the technologies needed to build relationships through their website domains. For more information, visit [www.chatiq.com](http://www.chatiq.com).

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