



FOR IMMEDIATE RELEASE

## CONNEXIONS CITED IN TWO REPORTS BY LEADING INDUSTRY ANALYST FIRM

### *Connexions Assists Healthcare Companies in Driving Revenue on Every B2C, B2B Customer Conversation*

ORLANDO, Fla. – 30 August, 2010 – Connexions Inc., a technology-enabled business process outsourcer (BPO) that successfully helps healthcare companies acquire, retain and serve their customers, is cited in two industry reports recently published by Gartner Inc.

Connexions is identified as a sample vendor in a total of four categories in the “Hype Cycle for Business Process Outsourcing, 2010”<sup>1</sup> and “Hype Cycle for Health Payers, 2010.”<sup>2</sup>

“We are gratified to be included in these respected independent industry research reports,” said Steve G. Auerbach, President of Connexions. “We believe this inclusion supports our value proposition relating to customer relationship and marketing technology, end-to-end business solutions and consumer-driven healthcare.”

Connexions is identified as a sample vendor in Gartner’s “Hype Cycle for Health Payers, 2010.” In this report, Connexions is listed in the categories, “BPO for Health Insurance Strategic Services,” “Marketing Applications,” and “CRM (Customer Relationship Management) Analytics.”

Noting the emerging importance of CRM analytics and healthcare Exchanges, Joanne Galimi, Gartner Research Vice President writes, “CRM analytics is starting to garner more interest as health insurers focus on consumers for marketing, sales and retention initiatives. CRM analytics will become particularly important as health reform legislation rolls out and health insurers become part of health benefit exchanges.”

“We are successful because we understand why, what and how consumers buy; how to move them quickly to a sale; and how to get them into the right product the first time so that Carriers and other healthcare organizations don’t experience churn.”

**Steven G. Auerbach**  
*Connexions President*

“Connexions has already transitioned its technology and service offerings to meet the needs of the emerging Exchange marketplace and is working with several private entities to manage their Exchanges,” said Rob Panepinto, Connexions Exchange Managing Director.

Connexions drives higher sales and close ratios, improved customer retention rates, shortened sales cycles, enhanced operating efficiencies and reduced acquisition costs through its proprietary customer experience and marketing platform, bConnected®.

“bConnected is the engine that helps our highly trained agents close new business, drive retention, and win back lost accounts with outreach campaigns and workflows,” Panepinto said.

<sup>1</sup> Gartner Inc, Hype Cycle for Business Process Outsourcing, 2010, Robert H. Brown, July 29, 2010.

<sup>2</sup> Gartner Inc, Hype Cycle for Healthcare Payers, 2010, Joanne Galimi, Maureen O’Neil, Robert H. Booz, July 16, 2010.



In the “Hype Cycle for Business Process Outsourcing, 2010,” Principal Research Analyst Maureen O’Neil states, “BPO for strategic or knowledge-intensive services is a newer approach, providing access to resources experienced in highly skilled functions. When considering BPO for core administrative functions, healthcare insurers often come to the realization that ‘good enough’ processing to run the business is an appropriate exchange for cost savings and the ability to narrow their focus on differentiating processes.” She continues, “In contrast, BPO for strategic services focuses on gaining access to highly skilled resources that can provide opportunities to grow and transform the business... They afford healthcare insurers access to high-value skills and a wider pool of in-demand resources that they may not have on staff.”

Long before the incredible consumer buying volumes emerging today, Connexions has been delivering high-value skills and resources to insurers through an integration of direct-to-consumer sales expertise, technology and analytics.

“Our job is to drive ROI for healthcare organizations,” Auerbach said. “We are successful because we understand why, what and how consumers buy; how to move them quickly to a sale; and how to get them into the right product the first time so that Carriers and other healthcare organizations don’t experience churn.”

#### **About the Gartner Hype Cycle**

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#### **About Connexions:**

Connexions has been cited in numerous industry research reports for its technology and professional and contact center strategies that drive revenue at every touch point for some of the nation's best companies, including major health plans, pharmacy benefits managers, health services organizations and commercial companies. Our US-based contact center staff acquires, retains and services our clients’ customers (both B2B and B2C) through calls, web interactions, chat, text and email. Connexions was recently named No. 1 in Best in Outsourced Customer Service in the 2010 Top Ranking Performers in the Contact Center Industry “Americas” competition hosted by [contactcenterworld.com](http://contactcenterworld.com), and was a finalist in the Best Technology, Internal Solution and Best Contact Center, Large Outsourced categories. Connexions Inc. is a privately held company and part of the New Mountain Partners II, L.P. portfolio, a private equity fund sponsored and managed by Manhattan-based New Mountain Capital LLC. See [www.connexions.com](http://www.connexions.com).

#### **About New Mountain Capital:**

See [www.newmountaincapital.com](http://www.newmountaincapital.com).

#### **For additional information:**

Ellen D. Hosafros  
Senior Manager, Marketing and Communications  
Connexions Inc.  
877-772-6868  
[answers@connexions.com](mailto:answers@connexions.com)