



Customer Validations

FINANCIAL SERVICES



H&R BLOCK

"Nexgenix worked with us to launch a robust e-Relationship enabled site in a record four months. By going well beyond simple transactive functionality, we are able to leverage our brand name and goodwill online to offer a broader array of products and services, enhance our customer service and build stronger bonds with our customers."

Pat Crorkin, Assistant VP of e-Commerce

HIGH-TECH



"We selected Nexgenix due to the company's extensive experience in developing end-to-end e-Business solutions using a wide variety of relationship marketing methodologies and enabling technologies. Enterprise e-Business solutions involve a great deal of complexity. We believe Nexgenix has the core expertise required to integrate this complexity into a single, holistic environment. By e-Relationship enabling our Web site, we will be able to deliver personalized communications to resellers and channel partners through an enhanced online presence with powerful value-added functionality."

Alex Wei, CIO



"By utilizing relationship-building strategies and enabling technologies from Nexgenix, we will be able to create higher brand visibility and retention, increase revenues through stronger lead generation and online promotions, and offer prospects value-added content with ease-of-use functionality. Sendmail has worked with a number of e-Business service providers over the years and Nexgenix is one of the most professional and reliable partners we have dealt with."

Nancy Wakeman, VP of Information Technology

MEDIA & ENTERTAINMENT



"Nexgenix worked closely with us to create a solution that could deliver personalized campaigns, promotions and interactive, integrated customer assistance, enhancing our ability to retain existing customers. As a result, we now have a deeper understanding of both customers and new visitors to our Web site."

Mark Mariani, President, Sales and Marketing



"In order to succeed, we must provide our users the latest news, information and resources for the rapidly evolving science fiction, fantasy and horror genre. By utilizing the innovative relationship marketing and technology methodology from Nexgenix, we can build long-term, profitable and meaningful bonds with our customers by personalizing our products and services to best meet their evolving and dynamic interests."

Mark Young, CEO



"Nexgenix's media and entertainment practice worked closely with us to truly understand our target audience and help us create a site using state-of-the-art relationship marketing technologies that would enable us to build a focused, loyal and targeted audience. We are very pleased with the launch of the site."

Tank Menzies, CEO



"Thirsty.com has worked with Nexgenix from our site's inception and the experience has been only positive. In addition to providing unique wireless solutions, Nexgenix designed our site with e-Relationship marketing and technology functionality, enabling Thirsty.com to establish very strong and meaningful bonds with its users. Nexgenix has met all deadlines, even delivering on projects early, and has demonstrated again and again their ability to quickly guide projects to completion, seamlessly and successfully."

Jeff Pollack, Co-Chairman and CEO

RETAIL



"The site will enable us to serve our customers and vendors with the utmost personal care they deserve. The speed and thoroughness with which the 'team' developed the gifts.com site – within 4 months – is exceptional."

Keith Fox, Reader's Digest Director of New Media



"We selected Nexgenix's Touchpoint Management solutions offering due to the company's strong roots in technology implementation, unique methodology for building customer relationships, and its keen understanding of the competitive marketplace for today's e-Tailers."

Jacque Silver, VP of Technology



"By partnering with Nexgenix, a leader in relationship marketing and technology, we will be able to cement our leadership position in the category and build closer bonds with our customers by personalizing our products and services to best meet their needs."

Christopher Cunningham, CIO



"The goal of going online was to be able to give our customers more options to conveniently shop Rooms To Go and expand our marketplace. By partnering with Nexgenix, we are able to achieve our e-Business initiatives faster and more economically than we expected."

Jeff Seaman, Chairman & CEO



"Through innovative design, exhaustive research, ease-of-use functionality and a host of e-Relationship enabled marketing technologies from Nexgenix, we will have a true one-stop destination for the style-conscious, time-pressed consumer."

Andrew Leary, Co-Founder

SERVICES



"Ecolab selected Nexgenix to develop an e-Relationship enabled solution designed to help us better service our customers and educate potential clients on our broad array of products and services. By establishing an e-Relationship enabled, holistic view of our customers, our representatives will be able to cross-sell, up-sell and most importantly, respond more efficiently to our customers' needs."

Alan Blumenfeld, CIO and Vice President, Technology



"We wanted to go well beyond an online brochure - we wanted to build a true e-Relationship enabled Web site where users turn for meaningful and personalized information and resources. Only Nexgenix could offer us this true end-to-end solution at Internet speed and they have been integrally involved in every stage of the site creation."

Eric Mueller, President