

ResponseTek About Us

ResponseTek is in the software business, delivering on-demand customer experience management (CEM) software and solutions to help companies continually improve the quality and consistency of the delivered customer experience.



ResponseTek was founded in 1999 to provide companies critical information for running their businesses – the voice of their customers. ResponseTek has subsequently become the leading global provider of CEM software solutions.

What We Do

ResponseTek helps world-class organizations dramatically improve their businesses, using our innovative and easy-to-use customer experience management (CEM) software solutions to close the gap between what the customer promise, and the delivered experience.

If you are trying to manage the shift to the customer-centric economy, you must be ready, willing and able to face your customers, not hide from them.

This means carefully selecting a partner who can help you make the transition quickly, efficiently, and with an understanding of what CEM success looks like.

Our Core Values

- **Innovation:** We will lead by constantly striving for innovation and improvement.
- **Excellence:** We will strive for excellence in all that we do and deliver quality results.
- **Integrity:** Our personal and business interactions will be based on integrity, respect and ethical business practice.
- **Success:** We will set lofty goals and deliver exceptional results, both personally and at the corporate level.
- **Power of all:** We support all employees to bring forward their ideas and opinions regardless of role.

Our Vision of the Future

The voice of the customer is integrated with every employee's work day, driving continuous change and innovation.

Customer experience metrics are delivered continuously, accessible in real-time across organizations, and used alongside traditional performance metrics and financial data to support decision making at all levels in a corporation.

Why ResponseTek?

Leaders in CEM

We are leaders in the design, development and deployment of customer experience management (CEM) software. And we've been in the business since the start.

In 1999, multi-channel feedback collection and market research was in its infancy, and application service providers (ASPs) were just starting to realize the future of software as a service. We were there, creating the first generation of customer experience management solutions.

Best-in-Class Technology

ResponseTek provides a complete technology framework for transforming the voice of the customer into actionable business intelligence, including:

- Multi-channel Feedback Management, Knowledge Management and Market Research products which continuously bring the voice of your customer into your organization in real-time.
- Advanced technology which integrates, structures and distributes all customer experience results across your organization.
- Reporting, analytics and workflow tools that ensure the right people in your organization understand the customer experience, and are accountable for continuously improving your business.

Using the ResponseTek:CEM software platform and our best-in-class hosting and security standards, our solutions are scalable enough to grow with your CEM strategy and business needs.

- ResponseTek:CEM is designed for global enterprises – no matter how large or complex your organization is, we deliver an easy-to-use solution.
- ResponseTek solutions are highly flexible and configurable for your industry and market.
- ResponseTek is all about quality – our system uptime and security rival that of any competing solution in the world.

Cross-Industry Expertise

Headquartered on four continents, our clients include many of the world's leading corporations, across a variety of industries, including Fortune 500 organizations:

- *Two of top five global banks*
- *Two of the world's largest insurance companies*
- *Two of the world's largest wealth management firms*
- *The world's most popular online travel retailer*
- *The world's largest technology provider for the travel industry*
- *One of North America's largest telecom providers*
- *The UK's largest mobile retailer and broadband provider*
- *The second-largest AAA organization in North America*
- *One of the largest mobile phone providers in the US*

Fast, Flexible Deployment

From the time of kick-off, our CEM products and solutions are typically delivered and operational in four to eight weeks.

That means that you can be seeing your customer research insights and feedback, in real-time, in two to three months, and aligning your entire organization around the customer experience.

Our use of leading web technologies and development methodologies allow fast, seamless delivery of a scalable CEM platform, while providing a superior user experience.

Dedicated Client Services

ResponseTek is more than a software provider – we are your partner in managing customer experiences, from initial program design and solution implementation, through to customer-facing and business improvement.

Our role is to help you operationalize the right customer experience management strategy for today and the future, on time and on budget.

Whether it's one of our out-of-the-box products, or a solution that is highly configured for your specific business or industry needs, ResponseTek delivers:

- Solution design, from vision and scope to functional requirements
- Solution implementation, user training and support
- Ongoing CEM solution reporting and management

Contact us to learn more about ResponseTek:CEM today

Web site: www.responsetek.com
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EMEA: +44 (0) 203-102-5160



ResponseTek at a Glance

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- **Excellence:** We will strive for excellence in all that we do and be seen as a high quality organization
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- **Success:** We will set lofty goals and deliver exceptional results, both personally and at the corporate level.
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Year Established

1999

President & CEO

Syed Hasan

Ownership

ResponseTek is a privately-held corporation.

Corporate Headquarters

United Kingdom Building
409 Granville Street, Suite 863
Vancouver, British Columbia V6C 1T2
Canada

[Map](#)

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Sales & Services Offices

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Toronto, Ontario M5E 1J8
Canada

Europe, Middle East & Africa (EMEA)

Centre Point
103 New Oxford Street, 16th floor
London, UK WC1A 1DR

Technology Platform

ResponseTek Customer Experience Management (CEM) Suite, including Reporting, Analytics and Workflow.

Products

- Feedback Management
- Market Research
- Knowledge Management
- Media Monitoring

Services

- CEM Strategy Consulting
- CEM Program Design & Management
- CE Reporting & Data Analysis
- User Support & Training

Industry Sectors Served

- Airlines
- Banking
- Contact Centers
- Government
- Information Technology
- Insurance
- Retail
- Telecommunications
- Transportation
- Wealth Management

Sample Client List

- AAA Northern California, Nevada & Utah
- Allianz
- Aon Corporation
- Barclays Stockbrokers
- HSBC
- Pacific Blue Cross
- Sabre
- Shaw Communications
- Talk Talk
- WestJet

Biography – Syed Hasan

Syed Hasan founded ResponseTek Networks Corp. in November, 1999, after a 10-year career in international business consulting.

Hasan’s vision was to provide consumers a voice – allowing them to be heard when corporations failed to deliver quality products or services; Hasan also felt the customer experience could drive business improvements and service delivery. At that time, it was a revolutionary idea. Could consumers be given the power to affect change in the marketplace?



Hasan, a graduate of mechanical engineering degree and international business, began his career in the UK with the pharmaceutical division of 3M. Recruited by the Canadian engineering firm Reid Crowther in 1992, Hasan established and led its strategic consulting division.

In 1996, Syed joined Cambridge Technology Partners to lead their ecommerce strategy group, and helped define and implement corporate and e-commerce strategies and solutions for progressive Fortune 500 companies such as American Express, Ford Motor Company, BP Amoco, Voicestream, and Sega.

In the fall of 1999, driven by an awareness of the critical gap between corporate brand promises and delivery, and the impact this was having on customer experiences and customer satisfaction, Hasan founded ResponseTek, running the start-up out of his downtown Vancouver apartment.

By early 2000, ResponseTek had acquired an initial round of venture capital, hired its first employees and begun development of one of the industry’s first customer experience management (CEM) solutions.

By early 2001, the company had its first two clients, and started to sign such blue-chip clients as the Vancouver Canucks, Vancity Credit Union, Nike, British Telecom and GE.

Critical acclaim have followed Hasan and ResponseTek through the years:

- *Business in Vancouver* Top 40 Under 40 (2002)
- *Silicon Valley North Magazine* “Next CEO” (2002)
- *Rocketbuilders* “Ready to Rocket” (2004, 2005, 2007)
- *Red Herring* 100 for “Most Promising Companies Driving the Future of Technology” (2007)

Today, Hasan is President and CEO of one of the industry’s leading CEM software companies, with offices in Vancouver, Toronto and London, UK. More importantly, ResponseTek has emerged as a global knowledge leader in an emerging technology category, one now embraced by global leaders in customer satisfaction.

The company’s portfolio of clients includes leading consumer brands in North America and Europe, such as AAA, Allianz, Aon, Bank of America, Barclays, HSBC, Sabre, Shaw and WestJet.

Under Hasan’s leadership, ResponseTek’s industry partners include global leaders in IT consulting, software and business process outsourcing, including IBM, Microsoft, Deloitte and CSI DeLeeuw.