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### Customer References Go Mobile

RO|Innovation Unveils the First Mobile Customer Testimonials App for the iPad & iPhone 4

DENVER, CO—February 2, 2011—A major challenge in enterprise customer reference programs is the difficulty equipping sales professionals with authentic customer testimonials they can use with prospects – even on-the-go. Today RO|Innovation, the leading customer reference technology and services provider, announced the release of their mobile customer reference application for the Apple iPad and iPhone 4, which arms sales teams with invaluable customer testimonials and marketing assets regardless of their locations or Internet connectivity.

The mobile app was developed in conjunction with Philips (NYSE: PHG, AEX: PHI) as an extension of the RO|ReferenceView platform that Philips uses to manage their global enterprise customer reference program. Philips' Vice President of Customer Experience, Suhail Khan, saw the need for the field sales team to have the latest product data and peer-to-peer reference videos at their fingertips to facilitate the education process and help reinforce trust. Khan worked with the team at RO|Innovation to develop mobile references that would address this challenge and make collateral and references available in any environment. Khan's vision came to fruition with the RO|Innovation app, and now the Philips sales team has on-demand access to the tools and media they need to present comprehensive solution information.

Khan believed in the importance of showing prospective customers the Philips solutions in action as well as letting them hear first-hand from other professionals speaking candidly about Philips. "Having these sales tools readily available on the iPad or iPhone 4 makes the sales professionals more efficient and effective at engaging their contacts and sparking meaningful dialog about Philips' solutions," Khan said. "We were very pleased that RO|Innovation was able to translate our goals for portable customer references and optimized prospect interactions in a mobile environment with this app."

The Philips sales team uses the mobile app to present video and audio clips as well as other marketing collateral to prospects during the course of a routine sales meeting – all without a connection to the Internet. At the touch of a button, they can also queue delivery of additional information to the prospect which auto-sends once reconnected to the Internet. In the case of Philips, sales professionals often find themselves in healthcare facilities with limited or no connectivity, yet in need of the sales and customer reference collateral that will help them engage prospects and make their case.

"Suhail Khan and the team at Philips remain at the forefront of customer reference program innovation," offered Jim Mooney, CEO of RO|Innovation. "They never stop asking how they can improve the interactions between their customers, prospects and the front-line sales team."

Nearly all complex business-to-business sales require a reference check at some point during the sales cycle. Through customer references, prospects are able to determine important characteristics about

proposed solutions and identify attributes about the provider. Customer references lend credibility and authenticity to a company's offering by showcasing a third-party that has used the solution. The RO|Innovation mobile testimonial app is an extension of the SaaS-based customer reference application, RO|ReferenceView, which enables companies to manage multi-faceted global customer reference programs.

Don't miss Philips at the Net Promoter 2011 Conference on February 4<sup>th</sup> in Miami where Arne Van de Wijdeven, Director Customer Experience and NPS, Global Marketing and Communication, will lead a track on "Influencing Who Matters." During this track he will share insights how the Philips Net Promoter team uses their reference library and their integration with the RO|Innovation technology as an important way to close the loop, not only with Promoters, but with their own internal account teams.

### **About RO|Innovation**

RO|Innovation develops applications that address challenges in the sales, marketing and customer reference landscape. From robust technology that optimizes and simplifies customer reference workflow to sales enablement tools that streamline the sales process, RO|Innovation drives peak business performance. Learn more about RO|ReferenceView, RO|Enablement, and the new mobile app at [www.roinnovation.com](http://www.roinnovation.com).