



FOR IMMEDIATE RELEASE

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Bay Tek Games' Reputation for Outstanding Customer Service Soars Along with Revenues

Leveraging their Sage SalesLogix implementation tailored by Resolv, Bay Tek Games has the foundation for proactive service and increased revenues of 50%.

Appleton, WI –May 25, 2011 – Resolv, a professional services firm dedicated to improving business' sales, marketing and service operations with technology, is pleased to announce that Wisconsin-based Bay Tek Games has eliminated manual processes associated with production and game while increasing visibility into their business.

Bay Tek Games is a family-owned business that designs, develops and distributes electronic games to family entertainment centers, water parks and theme parks around the world. Their goal is to make the games fun for the player and profitable for the game owner. Bay Tek relied on manual processes to track the service needs and warranties of nearly 25,000 games that are operational at any one time. This was inefficient and error prone. Additionally, there was no visibility into trends that led to returns, repairs or replacement parts.

"Resolv took the time to understand our business and made recommendations based on tailoring Sage SalesLogix to our processes instead of making us change our processes to fit a product," said Ken Deering, Bay Tek's director of customer service and facilities. "Today, we are able to handle more business and provide a higher level of service without adding people to our customer service team. Also, our customers prefer to buy from us because they know we are going to take care of their games." Bay Tek has seen a 50% revenue growth rate over the last few years, which Deering attributes to their technology investments.

"We are thrilled to be a part of Bay Tek's success," said Angela Talano, Resolv's CRM analyst. "They now rely on one database for their game information; have visibility into repair trends; and have automated their processes from ordering to shipping. Bay Tek also implemented our KPI dashboard product that gives a quick view of their business and enables identification of any potential issues."

About Resolv, Inc.

Resolv helps businesses achieve a return on their technology investment through expert project planning, skilled implementation services and responsive technical support. Resolv believes that:

- Organizations can see dramatic improvements when CRM software is implemented and complements a solid business strategy.
- Employees will be more productive and successful when the CRM software is used properly by everyone within an organization.
- Profitability and customer loyalty come as a result of simple changes to culture and correct use of technology within an organization.

Resolv is proud to be celebrating its 10-year anniversary in 2011. Please visit us at www.ResolvCRM.com.

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