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CustomerCount® Launches Interactive Web Site

Online Feedback System Created to Measure and Improve Customer Experience

INDIANAPOLIS (March 13, 2010) – Bill Morris, Managing Partner of Mobius Vendor Partners, (MVP) an Indianapolis-based company that provides business process assessment, development, deployment and management and market research services to companies, associations and non-profit organizations, has announced that CustomerCount,™ an On-Line Feedback System has launched its interactive web site www.CustomerCount.info.

CustomerCount tracks three primary components: the product experience, the service experience and the sales experience. In the marketplace for nearly two years, the CustomerCount system is regarded as an important tool to help management teams make informed decisions to improve profitability.

By collecting and measuring customer feedback through branded, customized surveys formulated to measure the quality of the entire customer experience CustomerCount® online survey system has already proved to be both flexible and dependable.

The new web site is both informative as well as functional. It provides a Customer Login interface that allows users to fully access their reports in real time.

CustomerCount© itself is fully transparent to members, owners and guests. The process begins with Email invitations and reminders and continues through to on-line reporting and analysis 24/7. The MVP product was developed as proprietary software for a major client and may now be customized for use by shared ownership resort developments, as well as other businesses. The system boasts clients such as SFX, Breckenridge Grand Vacations and the American Teleservices Association. The ability of the CustomerCount on-line survey service system to generate surveys in over 20 languages is garnering recognition worldwide. In one case described at www.CustomerCount.info, a company generated surveys in six different languages to ensure effective communication and maximize survey response rates.

In addition to finding out more about the online system via the new web site, those interested may experience the process at <http://tinyurl.com/yamwxzx> at The Resort Trades web site or at the upcoming ARDA convention in Las Vegas at the Triton Timeshare Software booth.

Mobius Vendor Partners is a ten year old business process design and management company specializing in servicing the needs of the timeshare industry. Mobius principals are active in ARDA through sponsorships and committee memberships. For more information visit www.mobiusvp.com or www.customercount.info or call 317-816-6000.