



News Release – 01/11/04

For DECEMBER 2004 release

Are You “Experienced”?

UK technology manufacturers are discovering “customer experience” as the new way of increasing sales and ensuring product loyalty. Traditionally, price and functionality have been the main contributors to the success of a product, but end-users are now expecting more intuitive and interactive user interfaces, at no additional cost.

Hardware products suffer under this new setting as a large percentage of a product's features are fixed at the design stage. Once manufacturing commences upgrades can be difficult to administer and changes in the marketplace or customer enhancement requests can often result in a product redesign.

LeoTel Software Systems is major player in the new, customer experience arena and has helped several manufacturers add value to their products already. James Bridson, MD, comments, “Creating an engaging ‘environment’ through a software interface is really the only way forward. Product users now want to feel comfortable and be in control of their technology. Interaction needs to be concise and understandable, without them having to go through a complicated learning curve.”

Software enhancements to consumer and business technologies are set to grow phenomenally over the next decade. They provide manageable and cost effective upgrade options without having to re-engineer hardware components. The effects can already be seen in interactive TV, mobile phones and business mobility solutions. The future winners will be those companies who recognise the importance of creating an experience for their customers through the product interface.

Release ends

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