



Numeric Analytics Joins Tealeaf Partner Network

Partnership enhances Numeric Analytics' ability to make customer data actionable.

Chadds Ford, PA, October 30, 2008 --(PR.com)-- Numeric Analytics, an online analytics consulting and solutions company, today announced it has joined the viaTealeaf™ Partner Network as one of the San Francisco-based online customer experience management (CEM) software company's consulting partners.

Tealeaf® provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. As online marketing continues to evolve, the need for advanced analytics grows. Numeric Analytics will help clients integrate their analytic tools with Tealeaf's solutions to provide a complete solution for their e-business needs -- combining the ability to reveal previously undetected issues impacting customer pull-through and response rates with the user experience and application development expertise to quickly and cost-effectively address them.

Numeric Analytics and Tealeaf have already begun to integrate Tealeaf with web analytics tools for a top telecommunications company. This integration will enable the telecom client to drill deeper into its web analytics data and gain a clear understanding of the customer interaction.

“We continually seek out the best technology available in the market and build relationships that we can leverage on behalf of our clients,” said Ted Stites, Manager of Consulting Services at Numeric Analytics. “Partnering with Tealeaf will deliver extreme value to our mutual customers. Tealeaf's Customer Experience Management Suite gives us the visibility into customer experience that helps answer the tough questions about what is actually happening to cause the results these customers are experiencing.”

“We are excited to work with Numeric Analytics,” said John Dawes, Vice President of Product Management, Tealeaf. “We are already seeing value with joint customers, especially in integrating Tealeaf with web analytics tools.”

About Numeric Analytics

Numeric Analytics is a national practice providing [web analytics consulting](#) and [online marketing optimization](#) services to help clients improve performance-based decision making. Numeric Analytics works with Fortune 1000 companies to provide web analytics consulting and integrated marketing data to increase the effectiveness of online marketing and boost ROI. Numeric Analytics is headquartered in Chadds Ford, Pennsylvania. For more information, visit www.numericanalytics.com.

About The viaTealeaf Partner Network

The viaTealeaf Partner Network brings together a full ecosystem of technology solutions and consultancies helping companies to analyze their online customer behavior and continuously optimize their user applications. By leveraging these partnerships to understand their own online users, companies are able to provide better online experiences and improve both their revenues, via increased conversion rates and operational costs in their service centers.



About Tealeaf

Tealeaf provides online customer experience management solutions and is the leader in customer behavior analysis. Tealeaf's CEM solutions include both a customer behavior analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.

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