



FOR IMMEDIATE RELEASE:

CMC Develops Significant New Customer Experience Management Capabilities

CMC develops Web Content Management System and enhanced Responsive Web Design functionality, bolstering Industry-leading Customer Experience Management Platform.

WILMINGTON, Del., Apr 10, 2015— CMC, a leading provider of business process automation solutions for global lenders, today announced the development of a Web Content Management System (WCMS) and Responsive Web Design (RWD) capability as the latest enhancements to its CredAgility® Customer Experience Management Platform.

The Web Content Management System (WCMS) allows clients to personalize their customers' web experiences via dynamic and flexible content. CredAgility's proprietary strategy engine offers comprehensive decisioning capability to render an array of communications (service advisory, cross sell, marketing, account alerts, etc.) by means of robust and easy-to-configure business rules. Key customer demographics, account information, and other client-based rules can be leveraged to customize content to be displayed to a particular customer at a particular time.

"Customers now expect tailored and customized interactions across multiple channels, all relevant to their needs and circumstances. CMC's clients can harness the power of the CredAgility Web Content Management System to apply data sets intelligently and in real-time", said Vytas Kisielius, CMC, CEO. "This means significant improvement to marketing efforts and ROI, but it also means our clients' customers are finding the sort of experiences they deserve."

In addition to the Content Management System, CMC is proud to introduce Responsive Web Design (RWD) capabilities to support a seamless mobile experience, regardless of device. Clients can offer mobile friendly versions of their customer portals simply by using new CredAgility functionality, complementing all current functionality and services.

These enhancements will deploy early in the third quarter of 2015.

About Collections Marketing Center, Inc. (CMC)

CMC offers pioneering customer experience management solutions that enable lenders to deploy completely synchronized offers, contacts, workflows, content

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and treatments across credit card, real estate, student, and installment loan products. The company's CredAgility® platform is helping a rapidly growing number of top lenders automate customer-facing business processes, optimize the effectiveness of their resolution strategies, and realize efficiency gains through improved customer engagement. The company's Unified Collections™ solution, for example, is helping creditors improve their borrowers' experience and post large efficiency and effectiveness gains while dramatically improving compliance. For more information, visit www.cmcafile.com or call 302-830-9262.

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