

Managed by GrowthWorks Capital Ltd.



Performance
Diversification
Know-How

CEO's Perspective



invest

Transforming the voice of the customer into actionable business intelligence

ResponseTek Networks Corp is a recognized world leader in Customer Experience Management (CEM) solutions. Our software helps large global enterprises around the world understand how customers feel after brand interactions. ResponseTek software helps companies listen to customers more often and spend less by reducing the costs associated with research and customer feedback. We enable companies to transform the voice of their customers into actionable business intelligence.

The ResponseTek:CEM suite addresses the needs of all parts of a business in order to understand the current state of their customers. This insight is based on the customers' own voice, and is used to guide business processes and planning, as well as to respond immediately to at-risk customers. The ResponseTek:CEM platform includes Market Research, Enterprise Feedback Management, Knowledge Management and Media Monitoring products.

We have an established list of global clients that include leading firms in the telecom, banking, insurance, retail, and online industries such as HSBC, Barclays Bank, TD Bank, Aon Insurance, WestJet and Pacific Blue Cross.

We are acknowledged as a market leader for CEM in the telecom and insurance industries, where investment in customer experience tools is rapidly accelerating. In Europe, where use of SMS is popular, we are respected as the leader in SMS-based customer service surveys. In 2009, Gartner estimated the CEM market size to be \$330 million with an annual growth rate of 15-25%. At ResponseTek, we see our total market opportunity to be estimated at over \$2 billion globally.

ResponseTek was founded in 1999 in Vancouver and our head office remains here. We were one of the early pioneers of CEM. Our professional relationship with the Working Opportunity Fund has been very beneficial. GrowthWorks has provided invaluable leadership, guidance and mentorship, as well as financial support and investment.

ResponseTek is currently experiencing the most rapid phase of growth that the company has seen. This past year was particularly

Company Facts and Statistics

Year founded:	1999
Number of employees:	50
Product:	On-demand Customer Experience Management
Website:	www.responsetek.com
Working Opportunity Fund's initial investment:	July 2002
Amount invested to January 2011:	\$6.9 million

profitable with revenue growth of 25%. The company is well positioned to continue to accelerate its growth over the coming year. In addition, ResponseTek was recently named in the 2011 Rocket Builders 'Ready to Rocket 25' list, celebrating BC companies with rapid revenue growth and accelerating market adoption.

Our vision at ResponseTek is to become synonymous with customer experience management software. We are on track to power the CEM programs of many Fortune 1000 companies, as well as organizations around the globe in their multi-channel operations.

Syed Hasan, CEO

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